

TV AUDIENCE SURVEY

Viewership Measurement And Reactions To Advertisements



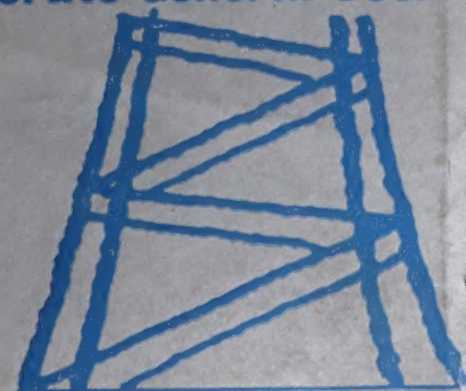
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A Report by



Directorate General Doordarshan



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TV AUDIENCE SURVEY

VIEWERSHIP MEASUREMENT

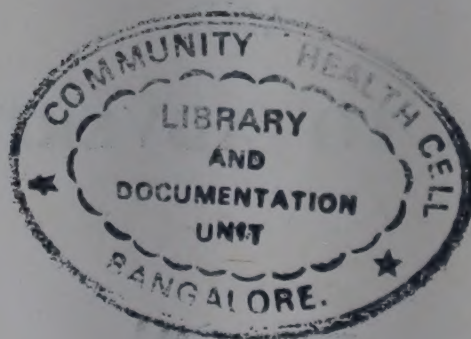
AND

REACTIONS TO ADVERTISEMENTS

A Report by

Directorate General: Doordarshan

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CONTENTS

CHAPTER	DETAILS	PAGE NO.
	PREFACE	
	ACKNOWLEDGEMENTS	
I	INTRODUCTION	3
	*Background	3
	*Research Objectives	5
	*Research Methodology	6
II	A SUMMARY OF THE FINDINGS	7
	*Organisation of the Report	9
	*Profile of TV owning Households	9
	*TV Viewing habits	11
	*Individual Programme Viewership	12
	*Other Media Exposure	13
	*Reactions to TV Advertisements	15
III	DETAILED TABLES	17
	*A-1 to A-23 Delhi-Dehradun-Chandigarh	23—67
	*B-1 to B-23 Bombay-Pune	73—118
	*C-1 to C-23 Amritsar-Jullundur	123—162
	*D-1 to D-23 Lucknow-Kanpur	167—208
	*E-1 to E-23 Calcutta	213—257
	*F-1 to F-23 Madras	263—307
	*G-1 to G-23 Srinagar	313—352

PREFACE

This survey serves a long felt need as it provides very valuable feedback and information on the varied interests of our audiences, their attitudes, preferences etc. to various programmes, which will help in revamping of programme schedules.

Another important fact that clearly emerges out of the report is that Doordarshan Kendras telecast many programmes, other than the film-based ones, which are quite popular and command high audience ratings. This information, besides the profile of the audience in terms of age, sex, income and education indicated in the tables should be of immense help to advertisers and advertising agencies in selecting programmes attracting their intended consumers. It will also benefit them in the matter of placing their advertisements for a wider range of programmes. This will also help Doordarshan as it will ease the undue cluttering of spots at 'film timings' and may lead to well-regulated flow of advertisements spread more judiciously over the entire transmission.

I am sure, the report will be of great interest and information for media planners in the advertising profession as also the officers of the Doordarshan centres and others concerned in the Government.

Let me congratulate Shri B. K. Khurana and his Audience Research team for preparing a lucid and illuminating report.

S. SHANKER

Director General : Doordarshan

ACKNOWLEDGEMENTS

Credit for the study goes to the collective efforts of the entire staff of Audience Research of all categories as also the numerous part-time interviewers who worked tirelessly in the field. All Doordarshan Kendras provided excellent administrative support and other facilities like transport etc. The project was completed under the overall guidance of Dr. Sunil Misra, Director, Audience Research, DG, AIR.

In drafting the report, the undersigned has drawn upon the rich experience of Shri S. N. Sivaswamy, first and former Controller of Sales, T V commercials and the benefit of useful discussions with Servashri A. R. Shinde, Manzurul Amin, DDGs and J. M. Singh, the current Controller of Sales of TV Commercials in Doordarshan.

The consolidated tables for the report were prepared and thoroughly checked by Audience Research Unit, Doordarshan, Delhi under the personal supervision of Mr. S. C. Agrawal, while the cover page has been designed by Mr. Madhukar Sharma, graphic artist of the Kendra.

B. K. KHURANA,
Dy. Director, Audience Research

New Delhi,
December, 1981.

CHAPTER I
INTRODUCTION

1.0 Background

1.1 Although Television began in India in 1959 with the Delhi Centre, the system as a network of communication is comparatively new. It is only in the last decade that the other six centres were established besides the five relay stations and the Seven SITE continuity centres which are terrestrial units providing programme service to the areas earlier covered by the satellite transmissions. Currently, in all, there are a million and a half licensed receivers in the country which were around 25,000 in 1970.

1.2 The TV network needs to expand considerably if it is to cover a large country like India even partially. Being an expensive medium, the expansion of the network as well as improvement of programme entails the mobilisation of all possible resources besides the allocation from the annual Government Budget. Keeping this in view, it was considered advisable to introduce Commercial Advertising over TV as in the case of Radio. From out of the Commercial revenue, Government has created a special fund called 'Non-Lapsable Fund' for the purpose of exclusive utilisation for the improvement in the quality of the programmes as well as for providing the service with modern technical facilities such as equipment and studios in proper numbers. In other words, the expansion of the service and the improvement in its programmes are dependent, to a large extent, on the commercial potential of the channels.

1.3 Commercial advertising started on Indian Television in January, 1976. The response from advertisers to the new medium was overwhelming. The gross revenue from advertisements went on increasing by leaps and bounds and within the last five years, the increase has been estimated to be ten-fold. The demand for advertising time has been so great that a wait-list of pending advertisements had to be maintained, and in Bombay and Delhi, time sold to advertisers had to be on a rationed basis. The reason for the popularity of TV as a commercial medium can be easily explained. Briefly, these are :—

- (i) It is entertainment comparable to cinema at home
- (ii) Advertisements are shown to a captive audience
- (iii) The sales message is delivered with the combined impact of sight, sound and movement
- (iv) The message reaches the whole family
- (v) The advertiser can demonstrate the product being used
- (vi) and the sheer novelty of TV which is still to appear in most parts of the country.

1.4 When the demand made by advertisers for TV time is analysed, one sees a marked preference on their part for programmes of feature films or those built around Indian Films or contain excerpts from them. In fact the clamour for advertising time adjacent to film-based programmes has also resulted in the crowding of spots at these points, leaving large areas of transmissions almost untouched.

This makes it clear that :

- (a) Of all the programmes telecast, feature films and film based programmes are sought by advertisers as the most popular ones
- (b) Although many other programmes enjoy sizeable viewership, no assessment has been made about their popularity and there is no data regarding audience profiles, etc., in regard to these programmes. In other words, advertisers have no idea of the commercial relevance of these items
- (c) While media research has done much for understanding the impact of other media on the masses, the influence of TV on the public has largely been a matter of guess-work till now.

1.5 Coming to the question of this non-availability of data on TV, especially data based on scientific study or systematic survey, it must be mentioned that a few market research groups and advertising agencies have on their own, conducted sporadic surveys, only in Bombay and Delhi, which have shown how popular are the different programmes being put out by our TV. These surveys touch only the fringe of the problem, as what is required is a continuous flow of information based on regular-scale studies. Chief among the non-official agencies which have conducted the surveys mentioned-above are the following :—

I. CORE Division of clarion McCann Advertising Agency.

(A survey of TV homes-Bombay and Pune, Feb.-March, 1976)

II. Ogilvy Benson and Mather Pvt. Ltd.

(Television—the new advertising medium, May, 1976)

III. Indian Market Research Bureau

(TV Viewership—some qualitative aspects)

IV. Indian Market Research Bureau

(TV Commercial—Olympic Games, 1976)

V. Hindustan Thompson Associates Ltd.

(18 months of Commercial TV—Oct. 1977).

1.6 It can be seen that none of these exercises were designed to serve any long-term purpose. Considering the paucity of data which could guide both programmes and advertisers, the Audience Research Unit decided to conduct a large scale comprehensive survey of TV viewership, covering all the centres putting out commercials. As part of the study, the viewers' reactions to commercial advertising on TV were also collected.

2.0 Research Objectives

2.1 The primary objectives of the survey were :—

- To obtain the demographic profile of TV owning households in terms of :
 - * Monthly family income
 - * Family Size & distribution
(in terms of sex, education, age & occupation)
 - * Mother Tongue
- To obtain the frequency of viewership of TV in a week.
- To estimate the audience size for individual programmes and the profile of the audience.
- To measure the duplication of TV viewing with :
 - * Radio
 - * Newspapers
 - * Magazines
 - * Films

2.2 As a part of the study, the following information was also collected: —

- Viewers' perception of the ideal number/duration of advertisements between two programmes
- Viewers' reaction to the idea of programme interruption for advertisements
- Preference of advertisements of various kinds.
(e.g. slides versus films etc.)

3.0 Research Methodology

3.1 *Sample Universe* :—Households owning a licensed TV set.

3.2 *Research Centre & Sample Sizes* :

Research Centre	Sample Sizes	
	1989	
1. Delhi	698	
2. Dehradun	700	3387
3. Chandigarh		
4. Bombay	2082	
5. Pune	1030	3112
6. Amritsar	1042	
7. Jullundur	946	1988
8. Lucknow	1042	
9. Kanpur	1014	2056
10. Calcutta	1050	1050
11. Madras	1040	1040
12. Srinagar	671	671
Total		13,304

3.3 *Respondent* :—A male or a female adult member of the family (6,794 males; 6510 females).

3.4 *Sample Selection* : Sample selected on linear systematic basis taking the Broadcast Receiver Licence (BRL) list maintained by Posts & Telegraph Department as the frame. Appropriately randomised and made representative for the city where the survey was conducted. Each day's sample selected separately from the entire list.

3.5 *Research Instrument* : Structured questionnaire with mainly pre-coded questions.

3.6 *Field work Organisation* : Survey covered programmes telecast on all the days of a week. Interviews conducted by trained personnel as per aided recall within 24 hours of the telecast of the programmes. Adequate quality control measures were adopted. Field work completed in February, 1980.

3.7 *Data Tabulation* : Tata Consultancy Services, Bombay tabulated the data on their fourth generation Tata-Burroughs Computer. Consolidated tables for the report were prepared by Audience Research Unit, Doordarshan, Delhi.

CHAPTER II
A SUMMARY OF THE FINDINGS

1.0 Organisation of the Report

Firstly, the profile of TV owning households and TV viewership data is summarised. Next, the data pertaining to viewership of individual programmes analysed and lastly, the findings about the viewers' opinion and reaction to commercial TV advertisements are detailed.

2.0 Profile of TV Owing Households

2.1 Monthly family Income

The monthly family income distribution of TV owning households in the various centres is summarised below:—

Figure in percentages

Income	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Upto Rs. 750	13	8	14	19	6	13	24
Rs. 751-1500	43	48	49	44	33	48	50
Rs. 1501-2000	24	24	21	19	24	22	18
Rs. 2001 & above	20	20	16	18	37	17	8

The above data indicates :

—The majority of TV owning households have a monthly income of Rs. 751-1500.

—Over 1/3rd of the households (over 60% in Calcutta, over 40% in Delhi & Bombay) have a monthly income of above Rs. 1500/-.

2.2 Family Size

Average family size of a TV owning household in various centres is charted below:—

Figure in numbers

Age-Group	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
15 years and above	4.0	3.7	4.1	4.2	4.3	4.0	4.8
Below 15 years	1.4	1.4	1.7	1.8	1.2	1.3	2.1
Total	5.4	5.1	5.8	6.0	5.5	5.3	6.9

The above data indicates :

—The average family size of a TV owning household is 5 to 7 members; out of which 4-5 are adults and 1-2 children.

2.3 Mother Tongue

Mother tongue of the TV owning households varies with the regional location of the centres (e.g. mother tongue of most respondents in Calcutta is Bengali and in Madras is Tamil etc.).

2.4 Education of the Respondents

Figure in percentages

Education (in standard)	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Graduates & above	52	38	40	50	53	37	39
SSC (Matric) & Undergraduate . .	32	44	36	29	33	46	34
Below SSC (Matric)	16	18	24	21	14	17	27

The above data indicates :

—The educational attainments of the respondents is quite high; over 3/4th of the total respondents are SSC (Matric) and above.

3.0 TV Viewing Habits

3.1 Frequency of Viewing

Figure in percentages

Frequency in a week	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
6-7 days	50	62	58	40	39	66	19
3-5 days	40	32	35	44	49	29	44
1-2 days	9	5	6	13	11	5	29
Less often/Never	1	1	1	3	1	—	8

The above data indicates :

- About 50% of TV owning households in each centre (except Lucknow, Calcutta and Srinagar) can be rated to be high frequency viewers.
- The average frequency of viewing in Srinagar, Calcutta & Lucknow is lower than in other centres.

3.2 Day-By-Day 'Tuned in Sets'

Figure in percentages

Day	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Sunday	89	87	95	90	78	90	92
Monday	56	69	78	54	60	86	74
Tuesday	67	76	83	71	57	76	61
Wednesday	84	65	87	46	52	78	54
Thursday	52	88	83	75	81	58	72
Friday	70	87	76	40	62	91	70
Saturday	90	79	81	56	73	73	60

The above data indicates :

- 'Tuning in' substantially depends upon the day of the week (and the programme schedule of the centre), though about 50% of the sets are put on almost every day.

4.0 Individual Programme Viewership

The major programmes with high viewership are listed below:

(For day-by-day viewership of all programmes, see Chapter III)

Film based							
Programme	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Hindi Feature Film	89 (2342)	76 (2764)	94 (439)	87 (388)	73 (626)	62 (350)	90 (84)
Regional Feature Film	— (—)	68 (2123)	— (—)	36 (88)	67 (518)	88 (834)	— (—)
Chitrahaar (Film Songs Sequence)	84 (2074)	84 (3055)	80 (294)	75 (270)	81 (525)	91 (712)	70 (63)

N.B.—In Delhi, old Hindi film was telecast in place of regional film on second Saturday (at the time of survey).

Other than film based

Programmes	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Play	59 (1171)	40 (1318)	71 (212)	70 (180)	52 (292)	38 (213)	52 (48)
Skit	35 (819)	20 (483)	30 (92)	— (—)	— (—)	— (—)	— (—)
News (week days)	53 (1122)	45 (1553)	67 (196)	45 (142)	55 (323)	58 (308)	30 (26)
Saptahiki	40 (879)	52 (1442)	— (—)	75 (346)	— (—)	42 (269)	— (—)
Sports	45 (713)	62 (2121)	4 (14)	26 (63)	47 (273)	63 (368)	34 (27)
Youth Programme	28 (419)	37 (772)	32 (63)	28 (100)	45 (238)	42 (196)	8 (5)
Children's Programme	10 (378)	23 (628)	7 (19)	62 (266)	47 (250)	64 (316)	14 (8)
English Serial Film	31 (689)	45 (1056)	12 (39)	27 (82)	55 (270)	37 (236)	— (—)
Reply to Viewers' letters	15 (257)	— (—)	43 (197)	54 (192)	39 (138)	62 (368)	42 (30)
Musical programme	9 (111)	33 (821)	51 (194)	16 (40)	34 (182)	35 (199)	21 (16)
Science programme	28 (579)	28 (785)	1 (6)	14 (35)	33 (171)	18 (83)	10 (7)

(The figures without brackets are in percentages while the figures within brackets indicate estimated audience size in thousand of viewers).

The data in the tables on programme viewership indicates :

- Besides the feature films and film based programmes, a large number of items of non-film variety also command high ratings.
- Audience size per TV set increased considerably for all popular items (both of film and non-film variety) as guests from non-TV households (including friends and relatives) also join the group to watch the programme.
(detailed table in this respect has been presented in Chapter III)
- Detailed profiles of popular programmes can be prepared and made available to advertisers/agencies for developing media strategy.

5.0 Other Media Exposure

5.1 Radio

The percentage of respondents who listen radio during TV transmission time are summarised below:—

Day	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Sunday	9	11	2	5	6	8	8
Monday	12	9	6	7	8	6	14
Tuesday	8	5	3	7	4	4	8
Wednesday	9	5	2	6	4	4	4
Thursday	11	7	3	4	4	10	8
Friday	11	3	2	6	10	10	10
Saturday	7	4	1	7	—	8	12

The above data indicates :

—The radio listenership during TV transmission timings on all days is very low.

—Even on days when the TV 'Tuning in' is low, radio listenership during TV transmission timings can be rated low.

5.2 Press

Newspaper readership in TV owning households is summarised below:—

Figure in percentages

Read	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
No Newspaper	5	5	10	5	1	6	21
English Newspaper only	55	19	33	27	21	49	41
Language Newspaper only	18	42	35	40	35	13	20
English & Language Newspaper	22	34	22	28	43	32	18

The above data indicates:

—The newspaper readership in TV owning households is very high (with over 90% reading at least one newspaper in most centres).

—Major duplication in Delhi, Madras & Srinagar is with English newspapers, whereas in Bombay, Amritsar, Lucknow and Calcutta, it is with other language (including Hindi) newspapers.

Magazine readership in TV owning households in various centres is charted below :

Figure in percentages

Read	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
No Magazine	17	17	28	12	11	7	33
English Magazine only	28	19	26	16	17	15	43
Language Magazine only	23	33	30	40	32	29	12
English & Language Magazine	32	31	16	32	40	49	12

The above data indicates:

—Magazine readership in TV owning households can also be rated high; though the readership is considerably lower than the readership of newspapers.

—Both English and language magazines are read; though except in Srinagar and Delhi, the readership of language magazines is higher than that of English magazines.

5.3 Cinema

Frequency of going to a cinema for TV owning household members is summarised below:

Figure in percentages

Frequency	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Once or more a week	9	6	9	10	9	12	9
2—3 times in a month	23	18	22	29	23	23	21
Once a month	30	33	27	29	27	25	22
Less often/Never	38	43	42	32	41	40	48

The above data indicates:

—Over 30% of respondents in TV owning households seldom (less often than once a month) or never visit cinema. But as comparable data is not available for non-TV owning households, it cannot be inferred that TV is, in any way, responsible for reduction in cinema visiting frequency.

6.0 Reactions to TV Advertisements

6.1 Number & Duration of Ads between two programmes

Respondents' preference of the number of advertisements between programmes are charted below:—

Figure in percentages

Number	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
1—5	37	27	41	59	62	66	36
6—10	36	36	23	20	26	22	34
11—15	15	20	13	6	8	8	22
More than 15	12	17	23	15	4	4	8

The above data indicates:

—Most viewers desire a much lower number of advertisements than the current number of advertisements shown in most capsules with popular programmes.

Respondents' preference of the time that should be devoted to advertisements between programmes :

Figure in percentages

Duration	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Less than one minute	20	14	9	35	11	6	25
1 to 2 minutes	49	40	47	42	55	42	49
3 to 4 minutes	24	33	25	12	26	35	21
5 minutes & above	7	13	19	11	8	17	5

—The capsule size of advertisements with popular programmes is considerably higher than the size/duration preferred by the respondents.

(Though over-exposure to advertisements is a perpetual complaint of consumers in all media).

6.2 Reaction to the Idea of Programme Interruption for Advertisements

Figure in percentages

Response	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Yes	18	20	26	23	20	30	52
No	82	80	74	77	80	70	48

The above data indicates:

—Reaction to the idea of programme interruption to accommodate advertisements was very negative. In Srinagar, however, the opinion was more or less equally divided on the issue.

6.3 Opinion of Insertions of Advertisements with or without Punctuation Points

Figure in percentages

	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
With Punctuation Points	74	65	63	60	83	61	72
Without Punctuation Points	24	15	30	18	12	19	22

The above data indicates:

—Viewers would prefer advertisements to be inserted only at natural punctuation points, i.e., before or after an item.

6.4 Preference of Various kinds of Advertisements

Figure in percentages

Group Formats	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Only movie spots	24	28	33	17	22	4	32
More movie spots	43	32	45	33	53	65	51
More stills/slides	13	9	5	17	12	8	8

The above data indicates:

—Advertisements in the movie format is more liked by viewers as compared to advertisements in still/slide format.

6.5 Breakground Voice Versus Charoctors Themselves Speaking

Figure in percentages

Types	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Characters Themselves Speaking	77	64	67	56	76	64	73
Background Voice	13	16	18	17	15	20	24

—To make advertisements more appealing, the viewers would prefer the characters in the advertisements to speak instead of remaining silent on the screen with background voice.

6.6 Viewers' other Suggestions about Advertising on TV

Figure in percentages

Suggestions/Comments	Delhi	Bombay	Amritsar	Lucknow	Calcutta	Madras	Srinagar
Reduce the number of Advertisements	5	8	2	3	6	6	—
Improve the quality of Advertisements	9	3	14	7	6	4	4
Advertisements should be brief	7	—	—	2	—	—	—
Advertisements should be informative, educative & interesting	3	7	2	1	3	—	—

The above data indicates:

—Suggestions about advertising on TV from the viewers are fairly diffused (no particular suggestion with above 10% response) though they centre around:

—Number and quality of advertisements

—Contents of advertisements.

CHAPTER III
DETAILED TABLES

SECTION—A
DELHI—DEHRADUN—CHANDIGARH

LIST OF TABLES

(Section—A)

TABLE	DETAILS	PAGE No.
A.1	Profile of TV Owning Household Members (Sex, Age, Education & Occupation)	23
A.2	Profile of Respondents (Sex, Age, Education & Occupation)	24
A.3.1	Profile of TV Owning Households (Average Family Size)	25
A.3.2	Profile of TV owning Households (Monthly Family Income)	26
A.3.3	Profile of TV owning Households (Mother Tongue)	27
A.4	Frequency of Viewing TV Programmes During the Course of a Week	28
A.5	Average Daily Viewing or Tuned in Sets	29
A.6.1	Viewing of Individual Programmes—Sunday	30
A.6.2	Viewing of Individual Programmes—Monday	31
A.6.3	Viewing of Individual Programmes—Tuesday	32
A.6.4	Viewing of Individual Programmes—Wednesday	33
A.6.5	Viewing of Individual Programmes—Thursday	34
A.6.6	Viewing of Individual Programmes—Friday	35
A.6.7	Viewing of Individual Programmes—Saturday	36
A.7.1	Viewership of Feature Film in Various Demographic Segments	37
A.7.2	Viewership of Film Based Programmes in Various Demographic Segments	38
A.7.3	Viewership of News on Sunday in Various Demographic Segments	39
A.7.4	Viewership of News on Saturday in Various Demographic Segments	40
A.7.5	Viewership of News on Week Days in Various Demographic Segments	41
A.7.6	Viewership of Youth Programmes in Various Demographic Segments	42
A.7.7	Viewership of Other Popular Programmes in Various Demographic Segments	43 to 45
A.8.1	Estimated Audience Size of Individual Programmes—Sunday	46
A.8.2	Estimated Audience Size of Individual Programmes—Monday	47
A.8.3	Estimated Audience Size of Individual Programmes—Tuesday	48
A.8.4	Estimated Audience Size of Individual Programmes—Wednesday	49
A.8.5	Estimated Audience Size of Individual Programmes—Thursday	50

TABLE	DETAILS	PAGE NO.
A.8.6	Estimated Audience Size of Individual Programmes—Friday	51
A.8.7	Estimated Audience Size of Individual Programmes—Saturday	52
A.9	Listenership of Radio During T V Transmission Time	53
A.10	Duplication with Newspapers	54
A.11	Duplication with Magazines	55
A.12	Duplication with Films	56
A.13	Viewers' Perception of the Ideal Number of Advertisements Between Two TV Programmes.	57
A.14	Viewers' Perception of the Ideal Duration of Advertisements Between Two TV Progs.	58
A.15	Viewers' Reaction to the Idea of Programme Interruption For Advertisements	59
A.16	Capsule-wise Viewership of Advertisements with Feature Film and Film Based Programmes	60
A.17	Preference Between Insertion of Advertisements with or without Punctuation	61
A.18	Preference of Advertisements—Slides Versus Films	62
A.19	Preference of Advertisements—Background Voice Versus Characters Themselves Speaking	63
A.20	Preference of Programmes For Linking Advertisements	64
A.21	Product Categories of Spots (November—December—1980 And January 1981)	65
A.22	Number of Films Spots And Still Spots	66
A.23	Distribution of Spots According to the Types of Programmes (November—December—1980 And January 1981)	67

TABLE : A—1
PROFILE OF TV OWNING HOUSEHOLD MEMBERS
Sex, Age, Education and Occupation

Characteristics	Percentage of total respondents			
	Delhi (8269)	Dehradun (2643)	Chandigarh (2687)	Combined (13599)
Sex				
Male	53	54	53	53
Female	47	46	47	47
Age (In years)				
15—24	32	31	30	31
25—34	23	23	24	23
35—44	17	19	15	17
45 & above	28	27	31	29
Education (In standard)				
Graduate & above	46	43	51	46
Under graduate but SSC	29	32	30	30
Below SSC	20	21	14	19
Illiterate	5	4	5	5
Occupation				
Service	25	17	23	23
Business	16	16	12	15
Professional	3	4	6	4
Housewife	30	31	32	31
Student	19	25	20	20
Others	7	7	7	7
Total :	100	100	100	100

(Figures in brackets indicate the number of members in TV households)

TABLE : A—2

PROFILE OF RESPONDENTS
Sex, Age, Education and Occupation

Characteristics	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
Sex				
Male	52	58	54	55
Female	48	42	46	45
Age (In Years)				
15—24	32	31	22	30
25—34	24	28	26	25
35—44	20	18	21	20
45 & above	24	23	31	25
Education (In Standard)				
Graduate & above	48	54	60	52
Under graduate but SSC	33	33	28	32
Below SSC	16	11	10	14
Illiterate	3	2	2	2
Occupation				
Service	22	19	24	22
Business	13	18	10	14
Professional	5	5	6	5
Housewife	32	29	36	32
Student	21	22	14	19
Others	7	7	10	8
Total :	100	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : A—3.1
PROFILE OF TV OWNING HOUSEHOLDS
Average Family Size

Groups	Average number of family members			
	Delhi (1989)	Dehradun (698)	Chandigarh (700)	Combined (3387)
15 years & above	4.2	3.8	3.8	4.0
Below 15 years	1.4	1.3	1.4	1.4
Total :	5.6	5.1	5.2	5.4

(Figures in brackets indicate the number of TV households included in the sample)

TABLE : A—3.2
PROFILE OF TV OWNING HOUSEHOLDS
Monthly Family Income

Monthly Family Income (Rs.)	Percentage of TV households			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
Upto 750	14	15	10	13
751—1500	42	42	46	43
1501—2000	22	29	24	24
2001 and above	22	14	20	20
Total :	100	100	100	100

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : A—3.3
PROFILE OF TV OWNING HOUSEHOLDS
Mother Tongue

Mother Tongue	Percentage of TV households			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
Bengali	2	1	1	2
Gujarati	1	1	..	1
Hindi	49	64	39	50
Punjabi	41	26	60	42
Sindhi	2	1
Tamil	2	1	..	2
Telugu	1
Urdu	..	1
Others	2	6	..	2
Total :	100	100	100	100

(Figures in brackets indicate the number of TV households included in the sample)

TABLE : A—4

FREQUENCY OF VIEWING TV PROGRAMMES DURING THE COURSE OF A WEEK

Frequency of Viewing	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
6—7 days in a week	48	55	52	50
3—5 days in a week	41	38	39	40
1—2 days in a week	10	7	8	9
Less often	1	..	1	1
Never Viewed
Total :	100	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : A-5

AVERAGE DAILY VIEWING OR TUNED IN SETS

Day	Delhi		Dehradun		Chandigarh		Combined	
	No. of respon- dents	% Viewing	No. of respon- dents	% viewing	No. of respon- dents	% Viewing	No. of respon- dents	% Viewing
Sunday	270	90	100	92	100	84	470	89
Monday	268	47	99	72	100	62	467	56
Tuesday	278	64	100	75	100	65	478	67
Wednesday	293	84	100	86	100	81	493	84
Thursday	297	52	99	56	100	47	496	52
Friday	297	70	100	78	100	63	497	70
Saturday	286	89	100	89	100	91	486	90
Average for week		71		78		70		73

TABLE : A-6.1
VIEWING OF INDIVIDUAL PROGRAMMES—SUNDAY

Time	Programme	Percentage of total respondents			
		Delhi	Dehradun	Chandigarh	Combined
		(270)	(100)	(100)	(470)
AM					
10.30	Children's Programme	16	*	4	10
11.00	English Film (on wild life)	18	15	6	15
11.30	Ghar Pariwar (Programme for the families)	17	10	3	12
12.00	Sunday Recital (Classical Music)	6	7	1	5
P.M.					
6.00	Commercial Spots	62	77	61	65
6.07	Hindi Feature Film	84	91	82	83
7.51	Commercial Spots	73	75	80	75
8.00	News in Hindi	73	78	67	73
8.15	Is Saptah Sansad Mein (This week in Parliament in Hindi)	60	55	51	57
8.25	Commercial Spots	69	78	51	66
9.45	News in English	30	34	37	32
10.00	This week in Parliament (English)	17	15	13	16

(*No power supply in the city at that time).

(Figures in brackets indicate the number of respondents)

TABLE : A-6.2

VIEWING OF INDIVIDUAL PROGRAMMES—MONDAY

Time	Programmes	Percentage of total respondents			
		Delhi	Dehradun	Chandigarh	Combined
		(268)	(99)	(100)	(467)
P.M.					
6.00	Folk Songs of Gujarat	2	9	2	4
6.15	Hamare Kamgar Hamare Udyog. (Programme for industrial Workers)	3	9	5	5
6.30	Krishi Darshan (Rural programme)	2	8	4	4
7.00	Chahel Pahel (Around the city)	11	29	17	16
7.28	Programme Highlights	6	15	18	10
7.30	Patrika (Magazine programme in Hindi)	7	14	13	9
8.00	News in Hindi	36	63	43	43
8.15	Aajkal (A discussion on current affairs in Hindi)	26	31	24	27
8.30	Excerpts of Vth Day's Cricket Match (India v/s Pakistan)	37	67	47	45
9.00	Our Guest—an interview	13	9	13	12
9.15	Father Dear Father	28	41	25	31
9.45	News in English	15	26	24	20
10.00	A Programme on the National Day of Srilanka	2	5	10	4

(Figures in brackets indicate the number of respondents.)

TABLE : A-6.3

VIEWING OF INDIVIDUAL PROGRAMMES—TUESDAY

Time	Programmes	Percentage of total respondents			
		Delhi (278)	Dehradun (100)	Chandigarh (100)	Combined (478)
P.M.					
6.00	Children's Programme	6	9	13	8
6.20	Film Documentary prepared by Films Division	2	1	4	2
6.30	Krishi Darshan (Rural programme)	2	2	5	3
7.00	Khel Khilari (Excerpts of Vth day's Cricket Match India V/s Pakistan)	27	42	48	35
7.28	Programme Highlights	13	19	28	15
7.30	Yuv Manch (A programme for Youth in Hindi)	24	41	24	28
8.00	News in Hindi	40	58	39	44
8.15	Nagar Nagrik (Highlighting the day to day problems in the city).	18	24	11	18
8.30	Play in Hindi	57	72	51	59
9.15	'Kathak' Dance	10	12	7	10
9.45	News in English	15	15	15	15

(Figures in brackets indicate the number of respondents.)

TABLE : A—6.4

VIEWING OF INDIVIDUAL PROGRAMMES -- WEDNESDAY

Time	Programmes	Percentage of total respondents			
		Delhi	Dehradun	Chandigarh	Combined
		(293)	(100)	(100)	(493)
P.M.					
6.00	Aap Ki Sehat (A programme on health in Hindi)	5	9	7	6
6.30	Krishi Darshan (Rural programme)	2	1	..	1
7.00	Inse Miliye-an interview	7	6	4	6
7.15	Apne Hi Desh Mein (TVNF developmental programme)	10	13	8	10
7.28	Prog. Highlights	8	18	13	11
7.30	Ek Aur Platform (A serial in Hindi)	34	47	26	35
8.00	News in Hindi	51	57	31	43
8.15	Aajkal (A discussion on current affairs in Hindi)	33	23	11	27
8.40	Commercial spots.	54	56	44	53
8.45	Chitrahaar (Programme based on film songs in Hindi)	84	86	81	84
9.15	Panorama	9	12	11	10
9.45	News in English	13	27	13	16

(Figures in brackets indicate the number of respondents)

TABLE : A—6.5

VIEWING OF INDIVIDUAL PROGRAMMES—THURSDAY

Time	Programmes	Percentage of total respondents			
		Delhi	Dehradun	Chandigarh	Combined
		(297)	(99)	(100)	(496)
P.M.					
6.00	Children Programme	9	7	12	10
6.30	Krishi Darshan (Rural programme)	3	2	3	3
7.00	Aap Ki Jankari Ke Liye	9	11	4	8
7.15	Aap Aur Hum (Viewers' letters programme in Hindi).	10	31	11	15
7.28	Prog. Highlights	10	19	9	12
7.30	Vigyan Patrika (A Magazine prog. on Science)	29	35	18	28
8.00	News in Hindi	42	46	35	41
8.15	Faisala (Law and Common man)	32	35	19	30
8.45	Serial Film in English	13	15	8	13
9.34	Ghazals	7	14	7	9
9.45	News in English	13	15	11	13

(Figures in brackets indicate the number of respondents).

TABLE : A—6.6
VIEWING OF INDIVIDUAL PROGRAMMES—FRIDAY

Time	Programme	Percentage of total respondents			
		Delhi	Dehradun	Chandigarh	Combined
		(297)	(100)	(100)	(497)
P.M.					
6.00	Documentary Prepared by Film Division	2	7	3	3
6.30	Krishi Darshan (Rural Programme)	4	9	2	5
7.00	Sports Magazine (A magazine prog. on sports)	11	23	14	14
7.28	Programme Highlights	7	19	13	11
7.30	Regional Chitrahaar (Song sequences from regional films)	31	46	22	32
8.00	News in Hindi	54	61	38	53
8.15	Phool Khilen Hain Gulshan Gulshan (An interview with a Film personality)	68	76	52	66
8.50	Youth Forum	25	39	22	27
9.15	Week End Review (A discussion on current affairs in English)	8	15	2	8
9.45	News in English	10	23	8	12

(Figures in brackets indicate the number of respondents)

TABLE : A-6.7

VIEWING OF INDIVIDUAL PROGRAMMES—SATURDAY

Time	Programmes	Percentage of total respondents			
		Delhi	Dehradun	Chandigarh	Combined
		(286)	(100)	(100)	(486)
A.M.					
10.30	Children's Programme	2	1	..	2
11.02	Sports round up	7	3	1	5
11.32	Beating Retreat (A Programme on Republic Day— Repeat telecast)	4	2	1	3
P.M.					
6.00	Vishwa Darshan (Around the world in Hindi)	10	17	15	13
6.15	Messages regarding lost persons.	10	15	18	13
6.20	Commercial Spots	39	54	57	46
6.23	Hindi Film	83	80	87	83
7.50	Programme Highlights	59	79	78	67
8.00	News in Hindi	73	80	80	76
9.25	Commercial Spots	41	39	51	43
9.28	Saptahiki (Weekly programme summary in Hindi)	38	37	44	40
9.45	News in English	20	17	31	22

(Figures in brackets indicate the number of respondents)

TABLE : A-7.1

VIEWERSHIP OF FEATURE FILM IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	“Hindi Feature Film” Sunday—6.05 P.M			“Hindi Feature Film” Second Saturday—6.25 P.M.		
	Delhi	Dehradun	Chandigarh	Delhi	Dehradun	Chandigarh
	(270)	(100)	(100)	(286)	(100)	(100)
Sex						
Male	86	91	80	80	81	88
Female	81	91	83	86	80	86
Age (In years)						
15—24	93	88	86	90	84	77
25—34	80	95	82	82	76	85
35—44	83	100	71	84	76	95
45 & above	78	83	82	73	88	90
Income (In rupees)						
Upto 750	90	90	74	87	71	100
751—1500	88	94	83	84	80	88
1501—2000	82	86	87	79	86	85
2001 and above	74	90	76	83	92	83
Education (In standard)						
Graduate & above	83	91	78	83	85	92
Undergraduate but SSC	87	90	90	85	78	67
Below SSC	84	91	79	82	84	100
Total	84	91	82	83	80	87

(Figures in brackets indicate the number of respondents)

TABLE : A-7.2

VIEWERSHIP OF FILM BASED PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment								
	"CHITRAHAAR"			"REGIONAL CHITRAHAAR"			"PHOOL KHILEN HAIN GULSHAN GULSHAN"		
	Based on Hindi film songs			Based on Regional film songs			Interview with a film personality		
	Wednesday—8.45 P.M.			Friday—7.30 P.M.			Friday—8.15 P.M.		
	Delhi	Dehra-dun	Chandi-garh	Delhi	Dehra-dun	Chandi-garh	Delhi	Dehra-dun	Chandi-garh
	(293)	(100)	(100)	(297)	(100)	(100)	(297)	(100)	(100)
Sex									
Male	82	80	76	31	36	27	69	73	59
Female	86	93	84	30	58	18	66	80	45
Age (In years)									
15—24	94	90	86	25	48	30	63	88	61
25—34	80	87	81	32	44	15	72	70	41
35—44	79	92	78	31	43	23	69	57	50
45 & above	78	75	75	37	47	21	70	71	54
Income (In rupees)									
Upto—750	90	100	75	44	42	75	79	67	50
751—1500	83	86	84	31	55	16	66	83	51
1501—2000	89	88	78	19	31	17	63	72	55
2001 and above	76	67	74	31	50	29	67	57	50
Education (In Standard)									
Graduate & above	79	81	79	30	45	20	64	73	45
Under-graduate but SSC	85	94	79	30	42	24	67	82	62
Below SSC	89	82	82	32	52	23	74	74	50
Total	84	86	81	31	46	22	68	76	52

(Figures in brackets indicate the number of respondents)

TABLE : A-7.3

VIEWERSHIP OF NEWS ON SUNDAY IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment								
	"HINDI NEWS" 8.00 P.M.			"ENGLISH NEWS" 9.45 P.M.			"IS SAPTAH SANSAD-MAIN" 8.15 P.M.		
	Delhi	Dehra- dun	Chandi- garh	Delhi	Dehra- dun	Chandi- garh	Delhi	Dehra- dun	Chandi- garh
	(270)	(100)	(100)	(270)	(100)	(100)	(270)	(100)	(100)
Sex									
Male	75	80	69	31	27	36	64	51	54
Female	71	75	63	28	43	39	55	59	46
Age (In years)									
15—24.	88	72	68	26	48	32	75	56	55
25—34.	65	86	55	29	38	36	55	43	41
35—44.	65	83	65	31	29	47	44	67	53
45 & above	71	73	74	33	23	31	59	53	51
Income (In rupees)									
Upto 750	76	70	63	22	50	26	63	70	47
751—1500	79	80	69	32	28	36	61	50	50
1501—2000	74	77	68	33	37	39	61	60	50
2001 & above	59	80	65	28	40	47	55	50	59
Education (In standard)									
Graduate and above	77	80	65	35	35	47	66	57	41
Undergraduate but SSC.	71	80	70	21	34	30	60	51	57
Below SSC	71	77	65	16	33	15	48	54	54
Total:	73	78	67	30	34	37	60	55	51

(Figures in brackets indicate the number of respondents)

TABLE : A-7.4

VIEWERSHIP OF NEWS ON SATURDAY IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"HINDI NEWS" 8.00 P.M.			"ENGLISH NEWS" 9.45 P.M.		
	Delhi	Dehradun	Chandigarh	Delhi	Dehradun	Chandigarh
	(286)	(100)	(100)	(286)	(100)	(100)
Sex						
Male	73	82	83	23	18	36
Female	74	74	75	16	17	22
Age (In years)						
15—24	73	84	64	15	15	18
25—34	72	81	88	18	24	35
35—44	73	67	81	20	14	33
45 & above	76	85	84	29	15	35
Income (In rupees)						
Upto 750	76	71	89	9	16	11
751—1500	75	82	76	21	18	37
1501—2000	70	83	78	28	5	41
2001 & above	72	75	87	17	42	17
Education (In standard)						
Graduate and above	77	84	85	25	19	34
Under-graduate but SSC	73	78	73	14	20	30
Below SSC	67	75	75	18	—	—
Total	73	80	80	20	17	31

(Figures in brackets indicate the number of respondents)

TABLE : A-7.5

VIEWERSHIP OF NEWS ON WEEK DAYS IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"NEWS IN HINDI" Daily—8.00 P.M.			"NEWS IN ENGLISH" Daily—9.45 P.M.		
	Delhi	Dehradun	Chandigarh	Delhi	Dehradun	Chandigarh
	(1431)	(498)	(500)	(1431)	(498)	(500)
Sex						
Male	44	57	42	14	21	23
Female	45	57	30	11	20	6
Age (In years)						
15—24	32	61	29	16	20	14
25—34	40	44	35	3	16	26
35—44	57	64	56	9	10	20
45 & above	55	73	27	22	23	13
Income (In rupees)						
Up to 750	36	55	42	10	20	15
751—1500	53	68	32	14	26	13
1501—2000	41	40	56	18	17	14
2001 & above	38	67	39	14	20	19
Education (In standard)						
Graduate and above	48	63	43	15	24	21
Under-graduate but SSC	40	50	20	10	17	5
Below SSC	43	57	45	10	20	6
Total	44	57	36	13	21	14

(Figures in brackets indicate the number of respondents)

TABLE : A-7.6
VIEWERSHIP OF YOUTH PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"YUV MANCH" Youth Programme in Hindi Tuesday—7.30 P.M.			"YOUTH FORUM" Youth Programme in English Friday—8.50 P.M.		
	Delhi	Dehradun	Chandigarh	Delhi	Dehradun	Chandigarh
	(278)	(100)	(100)	(297)	(100)	(100)
Sex						
Male	23	41	22	25	42	22
Female	24	41	26	24	36	22
Age (In years)						
15—24	15	53	6	19	45	30
25—34	21	32	43	30	37	26
35—44	32	33	9	21	36	14
45 and above	31	40	27	31	29	18
Income (In rupees)						
Up to 750	15	44	11	6	33	—
751—1500	21	51	23	25	43	12
1501—2000	33	10	29	29	38	45
2001 & above	24	50	26	34	33	17
Education (In standard)						
Graduate and above	26	39	28	35	37	23
Under-graduate but SSC	20	54	17	18	47	21
Below SSC	24	32	24	23	32	22
Total	24	41	24	25	39	22

(Figures in brackets indicate the number of respondents)

TABLE : A-7.7

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"SAPTAHIKI" Weekly summary of programmes in Hindi Saturday—9.30 P.M.			"AAJKAL" Programme on Current Affairs in Hindi Monday & Wednesday—8.15 P.M.		
	Delhi	Dehradun	Chandigarh	Delhi	Dehradun	Chandigarh
	(286)	(100)	(100)	(561)	(199)	(200)
Sex						
Male	36	31	53	33	29	21
Female	41	52	28	27	24	14
Age (In years)						
15—24	44	25	36	27	26	14
25—34	38	43	42	27	16	18
35—44	38	29	38	33	34	24
45 & above	31	54	55	32	43	15
Income (In rupees)						
Upto 750	32	31	33	24	35	5
751—1500	41	38	46	30	31	13
1501—2000	34	31	41	36	26	38
2001 & above.	42	67	48	28	—	17
Education (In standard)						
Graduate and above	39	35	46	28	28	20
Undergraduate but SSC	39	41	49	35	24	15
Below SSC	36	35	43	24	32	5
Total	38	37	44	32	27	18

(Figures in brackets indicate the number of respondents)

TABLE : A-7.7

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment								
	"HINDI PLAY" Tuesday—8.30 P.M.			"EK AUR PLATFORM" Hindi Serial Wednesday—7.30 P.M.			"FAISALA" Programme on Law Cases Thursday—8.15 P.M.		
	Delhi	Dehra- dun	Chandi- garh	Delhi	Dehra- dun	Chandi- garh	Delhi	Dehra- dun	Chandi- garh
	(276)	(100)	(100)	(293)	(100)	(100)	(297)	(99)	(100)
Sex									
Male	53	66	55	33	44	24	35	36	16
Female	66	82	46	36	50	27	28	35	22
Age (In years)									
15—24.	52	71	39	43	69	23	24	33	8
25—34.	57	76	70	25	36	19	31	23	26
35—44.	58	71	32	41	42	39	43	44	5
45 & above	59	70	53	24	40	21	34	44	32
Income (In rupees)									
Upto 750	51	67	55	49	27	12	18	24	23
751—1500	58	83	52	39	59	26	37	35	19
1501—2000	55	57	58	33	33	30	44	36	27
2001 & above	57	70	39	21	58	21	23	47	6
Education (In standard)									
Graduate & above	75	75	57	30	46	29	37	39	21
Undergraduate but SSC	48	74	50	35	55	17	26	25	17
Below SSC	65	56	29	33	41	30	32	40	19
Total :	57	72	51	34	47	26	32	35	19

(Figures in brackets indicate the number of respondents.)

TABLE : A-7. 7

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"EXCERPTS FROM THE COVERAGE OF CRICKET TEST MATCH" Monday—8.30 P.M.			"VIGYAN PATRIKA" Thursday—7.35 P.M.		
	Delhi	Dehradun	Chandigarh	Delhi	Dehradun	Chandigarh
	(268)	(99)	(100)	(297)	(99)	(100)
Sex						
Male	41	67	48	30	28	20
Female	33	66	46	28	43	16
Age (In years)						
15—24	37	76	43	28	46	—
25—34	41	52	43	31	23	17
35—44	39	70	42	38	50	15
45 & above	32	74	56	23	100	35
Income (In rupees)						
Up to 750	32	58	45	29	6	23
751—1500	37	60	51	33	47	14
1501—2000	46	71	59	33	36	23
2001 & above	30	100	14	21	35	17
Education (In standard)						
Graduate & above	39	67	47	28	39	18
Under graduate but SSC	41	66	56	36	29	17
Below SSC	25	67	27	23	35	18
Total :	37	67	47	29	35	18

(Figures in brackets indicate the number of respondents)

TABLE : A-8.1

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SUNDAY

(Number in thousands)

Sl. No.	Time Programme	DELHI			DEHRADUN			CHANDIGARH		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
A.M.										
10.30	Children's programme	274	103	377	@	@	@	1	..	1
11.00	English film on wild life	308	137	445	6	1	7	1	..	1
11.30	Ghar Pariwar	240	68	308	4	..	4	1	..	1
12.00	Sunday Recital	103	68	171	2	..	2	1	..	1
P.M.										
6.00	Commercial spots	1164	412	1576	33	28	61	21	11	32
6.07	Hindi Feature Film	1610	616	2226	40	32	72	29	15	44
7.51	Commercial Spots	1267	514	1781	33	19	52	28	15	43
8.00	News in Hindi	1267	514	1781	31	18	49	22	11	33
8.15	Is Saptah Sansad Mein	1028	411	1439	23	14	37	15	9	24
8.25	Commercial Spots	1267	514	1781	34	25	59	20	11	31
9.45	News in English	445	171	616	12	5	17	11	5	16
10.00	This Week in Parliament	206	137	343	6	2	8	1	1	2

(@No power supply in the city at that time)

TABLE : A-8.2

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—MONDAY

(Number in thousands)

Time	Programme	DELHI			DEHRADUN			CHANDIGARH		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.										
6.00	Folk Songs of Gujarat	54	5	59	3	1	4	1	..	1
6.15	Hamare Kamgar Hamare Udyog	54	4	58	4	1	5	2	..	2
6.30	Krishi Darshan	36	..	36	3	1	4	1	..	1
7.00	Chahel Pahel	161	18	179	12	1	13	5	2	7
7.28	Prog. Highlights	72	4	76	6	..	6	5	2	7
7.30	Patrika	107	5	112	6	1	7	4	2	6
8.00	News in Hindi	519	72	591	23	3	26	12	2	14
8.15	Aajkal	376	72	448	13	2	15	7	2	9
8.30	Excerpts of Vth day's Cricket Match played in Calcutta	572	89	661	25	9	34	14	4	18
9.00	Our Guest	197	18	215	5	..	5	4	..	4
9.15	Father Dear Father	608	54	662	17	4	21	6	..	6
9.45	News in English	215	36	251	9	..	9	6	1	7
10.00	On the National Day of Sri Lanka	18	..	18	4	..	4	2	—	2

TABLE : A-8.3

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—TUESDAY

(Number in thousands)

Time	Programme	DELHI			DEHRADUN			CHANDIGARH		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total	Family Memgers	Non-family Members	Total
6.00	Children's Programme	97	17	114	3	1	4	4	1	5
6.20	F. D. Documentary	35	10	45	1	..	1	2	1	3
6.30	Krishi Darshan	20	5	25	1	..	1	2	1	3
7.00	Khel Khilari (Excerpts of Vth day,s Cricket Match Played at Calcutta—India v/s Pakistan)	375	146	521	17	5	22	15	4	19
7.28	Programme Highlights	168	58	226	6	2	8	9	3	12
7.30	Yuv-Manch	312	76	388	18	4	22	8	1	9
8.00	News in Hindi	580	173	753	25	3	28	13	3	16
8.15	Nagar-Nagrik	268	114	382	10	..	10	3	2	5
8.30	Play in Hindi	923	185	1108	34	9	43	16	4	20
9.15	Kathak Dance	146	12	158	5	1	6	2	..	2
9.45	News in English	185	20	205	6	..	6	4	..	4

TABLE : A-8.4

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—WEDNESDAY

(Number in thousands)

Time	Programme	DELHI			DEHRADUN			CHANDIGARH		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
6.00	Aap Ki Sehat . . .	74	10	84	3	—	3	2	—	2
6.30	Krishi Darshan . . .	26	16	42	1	—	1	—	—	—
7.00	Inse Miliye . . .	96	16	112	2	1	3	1	—	1
7.15	Apne hi Desh Mein . .	147	16	163	4	1	5	3	—	3
7.28	Programme Highlights .	128	13	141	7	2	9	4	—	4
7.30	Ek Aur Platform . . .	658	128	786	19	5	24	8	1	9
8.00	News in Hindi . . .	828	128	956	24	5	29	9	1	10
8.15	Aaj Kal . . .	527	103	630	9	2	11	4	—	4
8.40	Commercial Spots . . .	981	208	1189	25	12	37	14	6	20
8.45	Chitrahaar . . .	1595	384	1979	39	18	57	28	10	38
9.15	Panorama . . .	153	42	195	4	—	4	3	—	3
9.45	News in English . . .	176	42	218	8	2	10	3	—	3

TABLE : A-8.5

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—THURSDAY

(Number in thousands)

Time	Programme	DELHI			DEHRADUN			CHANDIGARH		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
6.00	Children's Prog.	113	30	143	3	3	6	4	1	5
6.30	Krishi Darshan	34	—	34	1	—	1	1	—	1
7.00	Aap Ki Jankari Ke Liye	119	69	188	4	1	5	1	—	1
7.15	Aap Aur Hum	168	71	239	11	1	12	3	3	6
7.28	Prog. Highlights	162	28	190	8	6	14	3	—	3
7.30	Vigyan Patrika	453	103	556	14	3	17	6	—	6
8.00	News in Hindi	608	101	709	18	4	22	10	—	10
8.15	Faisla	429	107	536	14	3	17	5	3	8
8.45	English Serial Film	186	40	226	5	—	5	2	—	2
9.34	Ghazals	101	2	103	6	1	7	1	—	1
9.45	News in English	178	8	186	7	3	10	2	—	2

TABLE : A-8.6
ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—FRIDAY

(Number in thousands)

Time	Programme	DELHI			DEHRADUN			CHANDIGARH		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
6.00	F.D. Documentary .	40	5	45	2	..	2	1	—	1
6.30	Krishi Darshan .	56	5	61	4	1	5	1	—	1
7.00	Sports Magazine .	176	24	200	8	3	11	4	—	4
7.28	Prog. Highlights .	112	32	144	8	3	11	3	1	4
7.30	Regional Chitrahaar.	546	88	634	12	6	18	6	1	7
8.00	News in Hindi .	932	142	1074	30	6	36	10	2	12
8.15	Phool Khilen Hain Gulshan Gulshan .	1225	211	1436	34	9	43	16	3	19
8.50	Youth Forum .	413	53	466	12	3	15	6	2	8
9.15	Week End Review .	106	8	114	6	1	7	1	—	1
9.45	News in English .	128	13	141	11	1	12	2	—	2

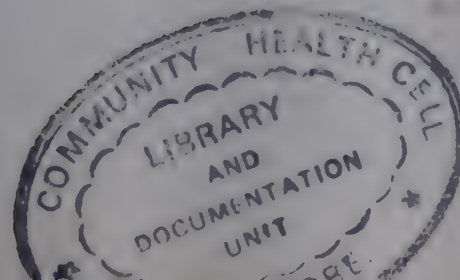


TABLE : A-8.7

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SATURDAY

(Number in thousands)

		DELHI			DEHRADUN			CHANDIGARH		
Time	Programme	Family Members	Non-family Members	Total	Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
A.M.										
10.30	Children's Programme	27	7	34	1	..	1
11.02	Sports Round up	118	31	149	1	..	1	1	..	1
11.32	Beating Retreat	74	24	98	1	..	1	1	..	1
P.M.										
6.00	Vishwa Darshan	176	27	203	7	3	10	5	2	7
6.15	Message regarding lost persons	196	48	244	6	3	9	5	1	6
6.20	Commercial Spots	735	180	915	25	15	40	18	7	25
6.23	Hindi Feature Film	1541	393	1934	37	22	59	28	12	40
7.50	Programme Highlights	1101	268	1369	36	18	54	25	10	35
8.00	News in Hindi	1321	318	1639	36	18	54	25	10	35
9.25	Commercial Spots	752	166	918	17	6	23	16	5	21
9.28	Saptahiki	691	152	843	16	3	19	14	3	17
9.45	News in English	315	54	369	7	1	8	10	2	12

TABLE : A-9

LISTENERSHIP OF RADIO DURING TV TRANSMISSION TIME

Day	Delhi		Dehradun		Chandigarh		Combined	
	No. of respondent	Percentage listening	No. of respondents	Percentage listening	No of respondents	Percentage listening	No. of respondents	Percentage listening
Sunday	270	10	100	7	100	10	470	9
Monday	268	14	99	6	100	12	467	12
Tuesday	278	8	100	2	100	12	478	8
Wednesday	293	12	100	4	100	6	493	9
Thursday	297	12	99	4	100	12	496	11
Friday	297	12	100	2	100	15	497	11
Saturday	286	10	100	1	100	5	486	7

TABLE : A-10

DUPLICATION WITH NEWSPAPERS

Language of Newspaper	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
None	5	5	3	5
English only	54	37	75	55
Hindi only	21	24	5	18
Regional only
English Hindi	17	28	8	17
English Regional	1	1	5	2
Hindi Regional	1	1	..	1
English Hindi Regional	1	4	1	1
Others	3	1
Total :	100	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : A-11

DUPLICATION WITH MAGAZINES

Language of Magazine	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
None	20	10	16	17
English only	24	20	47	28
Hindi only	22	25	16	23
Regional only	2	1
English Hindi	31	36	17	28
English Regional	1	2	1	1
Hindi Regional	..	1
English Hindi Regional	1	4	1	1
Others	1	2	..	1
Total :	100	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : A-12
DUPLICATION WITH FILMS

Frequency of going to movies	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
1 or more a week	7	9	13	9
2/3 times a week	21	27	28	23
Once a month	28	37	28	30
Less often	33	20	26	29
Never	11	7	5	9
Total :	100	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : A—13

VIEWERS' PERCEPTION OF THE IDEAL NUMBER OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Number of Advertisements	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
More than 25	4	2	2	4
16—25	6	14	6	8
11—15	14	20	14	15
6—10	32	42	42	36
1—5	44	22	36	37
Total :	100	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : A-14

VIEWERS' PERCEPTION OF THE IDEAL DURATION OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Total Duration (in minutes)	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
5 and more	6	4	8	7
3—4	22	32	26	24
1—2	48	48	50	49
Less than one	24	16	16	20
Total :	100	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : A-15

VIEWERS' REACTION TO THE IDEA OF PROGRAMME INTERRUPTION FOR ADVERTISEMENTS

Responses	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
Yes	14	18	30	18
No	86	82	70	82
Total :	100	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : A-16

CAPSULE-WISE VIEWERSHIP OF ADVERTISEMENTS WITH FEATURE FILM AND FILM BASED PROGRAMMES

Advertisement with Feature Film	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
1. At the Beginning of the Film				
(a) See most/All ads	54	56	59	55
(b) See few ads	38	38	35	37
(c) Do not see ads	8	6	6	8
2. Immediately before News				
(a) See most/All ads	48	38	44	45
(b) See few ads	36	42	38	38
(c) Do not see ads	16	20	18	17
3. Immediately after News				
(a) See most /All ads	54	48	44	50
(b) See few ads	31	44	38	35
(c) Do not see ads	15	8	18	15
Feature Film Based Prog.				
(a) See most/All ads	46	44	48	46
(b) See few ads	45	50	48	46
(c) Do not see ads	9	6	4	8

(Figures in brackets indicate the number of respondents.)

TABLE : A—17

**PREFERENCE BETWEEN INSERTION OF ADVERTISEMENTS
WITH OR WITHOUT PUNCTUATION**

Groups	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
With Punctuation	85	59	57	74
Without Punctuation	14	33	42	24
No Response	1	8	1	2
Total	100	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : A-18
PREFERENCE OF ADVERTISEMENTS
SLIDES VERSUS FILMS

Groups	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
Balanced	8	5	10	7
More Film Spots	36	43	62	43
More Stills/Slides	19	1	5	13
Only Film Spots	25	23	22	24
Only Stills/Slides	8	5	—	6
No response	4	23	1	7
Total	100	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : A-19

PREFERENCE OF ADVERTISEMENTS

BACKGROUND VOICE VERSUS CHARACTERS THEMSELVES SPEAKING

Groups	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
Characters Themselves Speaking	77	64	91	77
Background Voice	15	12	7	13
Both	4	13	1	5
No response	4	11	1	5

(Figures in brackets indicate the number of respondents)

TABLE : A-20

PREFERENCE OF PROGRAMMES FOR LINKING ADVERTISEMENTS

Types of Programme	Percentage of total respondents			
	Delhi	Dehradun	Chandigarh	Combined
	(1989)	(698)	(700)	(3387)
Feature Film	37	28	55	39
Other film based programmes	28	20	46	30
Plays	14	23	20	17
News	13	14	18	14
Sports	4	4	9	5
All Programmes	18	4	8	13

(Figures in brackets indicate the number of respondents)

TABLE : A-21

PRODUCT CATEGORIES OF SPOTS
(November-December 1980 and January 1981)

Delhi-Dehradun-Chandigarh

Sl. No.	Categories	Number		Duration in Seconds	
		Total	Percentage	Total	Percentage
1.	Beverages, Food Products and Confectionaries	349	18	6490	19
2.	Cosmetics and Toiletries	261	14	5340	16
3.	Medicines	212	11	3330	10
4.	Fabrics & Apparels	208	11	3240	10
5.	Banks	84	4	1860	5
6.	Electrical Appliances and Machinery	131	7	2690	8
7.	Govt. Campaigns	22	1	290	1
8.	Stationery, Greeting card & Magazines	163	8	2820	9
9.	Utensils Like Pressure cooker and flask	19	1	240	1
10.	Cycle, Scooter, Car and Accessories	74	4	1390	4
11.	Detergents and Deoderants	133	7	2120	6
12.	Paints	29	2	450	1
13.	Film/Drama Ads	29	2	380	1
14.	Electronic gadgets (Radio, TV and Record-Players)	18	1	490	1
15.	Leather goods	43	2	1040	3
16.	Pesticides and Fertilisers	26	1	260	1
17.	Others	118	6	1450	4
Total		1919	100	33880	100
				Hr. M. Sec.	
				9-24-40	

TABLE : A-22
NUMBER OF FILMS SPOTS AND STILL SPOTS
(November-December 1980 and January 1981)

Delhi-Dehradun-Chandigarh

Sl. No.	Spots	Number		Duration in Seconds	
		Total	Percentage	Total	Percentage
1.	Film Spots	1002	52	22,220	66
2.	Still Spots	917	48	11,660	34
	Total	1919	100	33,880	100
				Hr. M. Sec.	
				9—24—40	

TABLE : A-23

DISTRIBUTION OF SPOTS ACCORDING TO THE TYPES OF PROGRAMMES

(November-December 1980 and January 1981)

Delhi-Dehradun-Chandigarh

Programmes	Number		Duration in Seconds	
	Total	Percentage	Total	Percentage
(a) Film based programme (i) Hindi Feature Film (ii) Chitrahaar (iii) Manorajan etc. }	1316	69	21,860	65
(b) Regional Film Chitrahaar	18	1	310	1
(c) English Film & Serials	49	3	780	2
News	242	13	4,830	14
Plays	138	7	2,660	8
Sports	6	..	90	..
Quiz	2	..	20	..
Yuv-Manch	8	..	220	1
Others	140	7	3,110	9
Total	1919	100	33,880	100

SECTION—B
BOMBAY—PUNE

LIST OF TABLES

(Section B)

DETAILS

TABLE	DETAILS	PAGE No.
B.1	Profile of TV Owning Household Members (Sex, Age, Education & Occupation)	73
B.2	Profile of Respondents (Sex, Age, Education & Occupation)	74
B.3.1	Profile of TV Owning Households (Average Family Size)	75
B.3.2	Profile of TV Owning Households (Monthly Family Income)	76
B.3.3	Profile of TV Owning Households (Mother Tongue)	77
B.4	Frequency of Viewing TV programmes During the Course of a Week	78
B.5	Average Daily Viewing or Tuned in Sets	79
B.6.1	Viewing of Individual Programmes—Sunday	80
B.6.2	Viewing of Individual Programmes—Monday	81
B.6.3	Viewing of Individual Programmes—Tuesday	82
B.6.4	Viewing of Individual Programmes—Wednesday	83
B.6.5	Viewing of Individual Programmes—Thursday	84
B.6.6	Viewing of Individual Programmes—Friday	85
B.6.7	Viewing of Individual Programmes—Saturday	86
B.7.1	Viewership of Feature Films in Various Demographic Segments	87
B.7.2	Viewership of Film Based Programmes in Various Demographic Segments	88
B.7.3	Viewership of News on Sunday in Various Demographic Segments	89
B.7.4	Viewership of News on Saturday in Various Demographic Segments	90
B.7.5	Viewership of News on Week Days in Various Demographic Segments	91
B.7.6	Viewership of Youth Programmes in Various Demographic Segments	92
B.7.7	Viewership of Children and Women Programmes in various Demographic Segments	93
B.7.8	Viewership of Other Popular Programmes in Various Demographic Segments	94-96
B.8.1	Estimated Audience Size of Individual Programmes—Sunday	97
B.8.2	Estimated Audience Size of Individual Programmes—Monday	98
B.8.3	Estimated Audience Size of Individual Programmes—Tuesday	99
B.8.4	Estimated Audience Size of Individual Programmes—Wednesday	100
B.8.5	Estimated Audience Size of Individual Programmes—Thursday	101

	DETAILS	PAGE NO.
TABLE		102
B.8.6	Estimated Audience Size of Individual Programmes—Friday	103
B.8.7	Estimated Audience Size of Individual Programmes—Saturday	104
B.9	Listenership of Radio During TV Transmission Time	105
B.10	Duplication with Newspapers	106
B.11	Duplication with Magazines	107
B.12	Duplication with Films	108
B.13	Viewers' Perception of the Ideal Number of Advertisements between Two TV Programmes	109
B.14	Viewers' Perception of the Ideal Duration of Advertisements between Two TV Programmes	110
B.15	Viewers' Reaction to the Idea of Programme Interruption for Advertisements	111
B.16	Capsule-wise Viewership of Advertisements with Feature Films and Film Based Programmes	112
B.17	Preference between Insertion of Advertisements with or without Punctuation	113
B.18	Preference of Advertisements—Slides versus Films	114
B.19	Preference of Advertisements—Background Voice Versus Characters themselves Speaking	115
B.20	Preference of Programmes for Linking Advertisements	116
B.21	Product Categories of Spots (November-December 1980 and January 1981)	117
B.22	Number of Films Spots and Still Spots (November-December 1980 and January 1981)	118
B.23	Distribution of Spots According to the Types of Programmes (November-December 1980 and January 1981)	118

TABLE-B-1

PROFILE OF TV OWNING HOUSEHOLD MEMBERS

Sex, Age Education and Occupation

Characteristics	Percentage of total respondents		
	Bombay	Pune	Combined
	(7741)	(3765)	(11,506)
Sex			
Male	52	51	52
Female	48	49	48
Age (In years)			
15—24	28	21	26
25—34	25	30	27
35—44	21	18	19
45 & Above	26	31	28
Education (In Standard)			
Graduate & above	27	44	33
Under graduate but SSC	45	40	43
Below SSC	24	14	21
Illiterate	4	2	3
Occupation			
Service	30	23	28
Business	12	15	13
Professional	2	4	3
Housewife	31	34	32
Student	17	16	16
Others	8	8	8
Total	100	100	100

(Figures in brackets indicate the number of members in TV Households)

TABLE-B-2

PROFILE OF RESPONDENTS
Sex Age, Education and Occupation

Characteristics	Percentage of total respondents		
	Bombay (2082)	Pune (1030)	Combined (3112)
Sex			
Male	51	49	50
Female	49	51	50
Age (In years)			
15—24	24	17	21
25—34	29	32	31
35—44	25	21	24
45 & above	22	30	24
Education (In standard)			
Graduate & above	32	51	38
Under graduate but SSC	47	39	44
Below SSC	19	9	16
Illiterate	2	1	2
Occupation			
Service	30	25	28
Business	11	16	13
Professional	4	4	4
Housewife	34	36	35
Student	15	11	13
Others	6	8	7
Total	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE—B-3.1
PROFILE OF TV OWNING HOUSEHOLDS
Average Family Size

Group	Average number of family members		
	Bombay	Pune	Combined
	(2082)	(1030)	(3112)
15 years & above	3.7	3.7	3.7
Below 15 years	1.5	1.3	1.4
Total	5.2	5.0	5.1

(Figures in brackets indicate the number of TV households included in the sample).

TABLE—B-3.2
PROFILE OF TV OWNING HOUSEHOLDS
Monthly Family Income

Monthly family income (Rs.)	Percentage of TV households		
	Bombay (2082)	Pune (1030)	Combined (3112)
Upto 750	10	6	8
751—1500	48	48	48
1501—2000	22	26	24
2001 & above	20	20	20
Total	100	100	100

(Figure in brackets indicate the number of TV households included in the sample).

TABLE—B-3.3
PROFILE OF TV OWNING HOUSEHOLDS
Mother Tongue

Mother Tongue	Percentage of TV households		
	Bombay (2082)	Pune (1030)	Combined (3112)
Bengali	1	..	1
Gujarati	28	7	22
Hindi	4	15	8
Kannada	2	1	2
Malayalam	1	1	1
Marathi	47	70	53
Punjabi	3	1	2
Sindhi	4	2	3
Tamil	3	1	2
Urdu	3	1	2
Others	4	1	4
Total	100	100	100

(Figures in brackets indicate the number of TV households included in the sample).

TABLE-B-4

FREQUENCY OF VIEWING TV PROGRAMMES DURING THE COURSE OF A WEEK

Frequency of viewing	Percentage of total respondents		
	Bombay	Pune	Combined
	(2082)	(1030)	(3112)
6—7 days in a week	60	63	62
3—5 days in a week	34	31	32
1—2 days in a week	5	6	5
Less often	1	..	1
Never
Total	100	100	100

(Figures in brackets indicate the numbers of respondents).

TABLE : B-5

AVERAGE DAILY VIEWING OR TUNED IN SETS

Day	Bombay		Pune		Combined	
	No. of res-pondents	Percentage Viewing	No. of res-pondents	Percentage Viewing	No. of res-pondents	Percentage Viewing
Sunday	292	88	141	82	433	87
Monday	300	63	142	81	442	69
Tuesday	300	70	147	88	447	76
Wednesday	293	60	150	74	443	65
Thursday	297	87	150	89	447	88
Friday	300	85	150	89	450	87
Saturday	300	74	150	88	450	79
Average for week		75		84		79

TABLE : B—6.1

VIEWING OF INDIVIDUAL PROGRAMMES—SUNDAY

Time	Programme	Percentage of total respondents		
		Bombay	Pune	Combined
		(292)	(141)	(433)
A.M.				
9.00	Magic Lamp	21	19	20
9.30	Punarbhut	8	14	9
10.00	Pratibha Ani Pratima	13	34	20
10.50	Saptahiki	54	46	52
P.M.				
5.45	Feature Film in Hindi	81	67	76
7.30	News in Marathi	66	64	65
7.40	Udyache Karyakram (Programme summary)	68	58	65
9.00	News in Hindi	60	48	56
9.10	Science Report	28	28	28
9.30	Arogya Sampada (Health programme)	15	16	16
10.00	News in English	26	26	26

(Figures in brackets indicate the number of respondents).

TABLE : B-6.2

VIEWING OF INDIVIDUAL PROGRAMMES—MONDAY

Time	Programme	Percentage of total respondents		
		Bombay	Pune	Combined
		(300)	(142)	(442)
P.M.				
6.30	Santakudi (Children's Prog. in Gujarati)	17	9	14
7.00	Gujarati Songs	15	12	14
7.10	Amachi Mati Amachi Manse (Rural programme)	12	10	11
7.30	News in Marathi	28	43	34
7.40	Udyache Karyakram (Programme summary)	18	30	22
7.42	Dnyandeep (Adult education programme)	27	38	30
8.02	Sports Round Up	46	55	49
8.30	Yuv Darshan (Youth programme in Marathi)	21	30	24
9.00	News in Hindi	33	45	37
9.10	A Title for Books	7	11	8
10.00	News in English	23	33	26
10.10	Ascent of Man	13	15	14

(Figures in brackets indicate the number of respondents).

TABLE : B-6.3

VIEWING OF INDIVIDUAL PROGRAMMES—TUESDAY

Time	Programme	Percentage of total respondents		
		Bombay	Pune	Combined
		(300)	(147)	(447)
P.M.				
6.30	Kilbil (Children programme in Marathi)	17	22	19
7.00	Vritta Chitra	5	10	7
7.10	Kamgar Vishwa (Programme for industrial workers)	9	19	12
7.30	News in Marathi	25	50	33
7.40	Udyache Karyakram (Programme summary)	16	31	21
7.42	Pradeshik Sangeet	10	14	12
8.00	Yuv Darshan (Youth programme in Hindi)	18	26	21
8.29	Father Dear Father (English serial)	43	50	45
9.00	News in Hindi	34	49	39
9.10	Sanchayita (Literary programme in Hindi)	12	23	16
9.40	Chitrageet (Film songs in Marathi)	43	71	52
10.00	News in English	26	40	30
10.10	Aarohi	28	42	33

(Figures in brackets indicate the number of respondents)

TABLE : B-6.4

VIEWING OF INDIVIDUAL PROGRAMMES - WEDNESDAY

Time	Programme	Percentage of total respondents		
		Bombay	Pune	Combined
		(293)	(150)	(443)
P.M.				
6.30	Sunder Maze Ghar (Programme for women in Marathi)	20	32	24
7.00	Hindi Songs	25	25	25
7.10	Amachi Mate Amachi Manse (Rural programme)	6	17	10
7.30	News in Marathi	29	43	34
7.40	Udyache Karyakram (Programme summary)	18	25	21
7.42	Daiandin Vidyan	7	17	10
8.00	Aina Khana	7	7	7
8.30	Young World (Youth programme in English)	32	47	37
9.00	News in Hindi	32	43	36
9.10	Parijat	19	21	20
10.00	News in English	23	33	26
10.10	A Matter of Priority—Pollution in Maharashtra	3	9	5

(Figures in brackets indicate the number of respondents)

TABLE : B-6.5
VIEWING OF INDIVIDUAL PROGRAMMES—THURSDAY

Time	Programme	Percentage of total respondents		
		Bombay	Pune	Combined
		(297)	(150)	(447)
P.M.				
6.30	Ghar Bethan (Programme for women in Gujarati)	13	15	14
7.00	Vritta Chitra	5	7	5
7.10	Kamgar Vishwa (Programme for industrial workers)	7	11	9
7.30	News in Marathi	27	42	32
7.40	Udyache Karyakram (Programme summary)	24	31	26
7.42	Marathi Songs	29	47	35
8.00	Play in Gujarati	45	26	40
9.00	News in Hindi	45	45	45
9.10	Chhayageet (Film songs in Hindi)	86	82	84
9.46	Special Announcement	12	1	8
9.50	Film	10	22	14
10.00	News in English	24	24	24
10.10	TV Report	7	33	16

(Figures in brackets indicate the number of respondents)

TABLE : B-6.6

VIEWING OF INDIVIDUAL PROGRAMMES—FRIDAY

Time	Programme	Percentage of total respondents		
		Bombay	Pune	Combined
		(300)	(150)	(450)
P.M.				
6.30	Khel Khilone (Children's programme)	20	28	23
7.00	Lok Sangeet	11	11	11
7.10	Amachi Mati Amachi Manse (Rural programme)	10	21	14
7.30	News in Marathi	27	46	33
7.40	Udyache Karyakram (Programme summary)	21	36	26
7.42	Dnyandeep (Adult education programme)	25	47	32
8.05	Sports Round Up	61	62	62
9.00	News in Hindi	54	43	50
9.10	Phool Khilon Hain Gulshan-Gulshan (Interview with a film-personality)	83	86	84
10.00	News in English	38	40	39
10.10	Surbahar Vadan	4	7	5

(Figures in brackets indicate the number of respondents)

TABLE : B—6.7
VIEWING OF INDIVIDUAL PROGRAMMES—SATURDAY

Time	Programme	Percentage of total respondents		
		Bombay (300)	Pune (150)	Combined (450)
P.M.				
6.00	Feature Film in Marathi	66	71	68
7.30	News in Marathi	59	65	61
7.40	Udyache Karyakram (Programme summary)	57	61	58
9.00	News in Hindi	35	38	36
9.10	Vibrations	10	11	10
9.40	On the Field, off the field	12	17	13
10.00	News in English	15	26	18

(Figures in brackets indicate the number of respondents)

TABLE : B-7.1

VIEWERSHIP OF FEATURE FILMS IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment			
	"HINDI FEATURE FILM" Sunday—5.45 P.M.		"REGIONAL FEATURE FILM" Saturday—6.00 P.M.	
	Bombay (292)	Pune (141)	Bombay (300)	Pune (150)
Sex				
Male	79	54	63	75
Female	82	77	69	65
Age (In years)				
15—24	84	42	66	73
25—34	76	72	67	64
35—44	76	67	64	74
45 & above	80	58	68	72
Income (In rupees)				
Upto 750	82	72	75	75
751—1500	78	73	70	68
1501—2000	80	56	62	68
2001 & above	78	56	57	71
Education (In standard)				
Graduate and above	72	54	51	68
Under-graduate but SSC	84	61	74	72
Below SSC	80	83	71	71
Total :	81	67	66	71

(Figures in brackets indicate the number of respondents)

TABLE : B-7.2

VIEWERSHIP OF FILM BASED PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"CHITRAGEET"		"CHHAYAGEET"		"PHOOL KHILEN HAIN GULSHAN GULSHAN"	
	Tuesday—9.40 P.M.		Thursday—9.10 P.M.		Friday—9.10 P.M.	
	Bombay	Pune	Bombay	Pune	Bombay	Pune
	(300)	(147)	(297)	(150)	(300)	(150)
Sex						
Male	42	68	83	87	82	85
Female	44	76	87	77	83	88
Age (In years)						
15—24	46	77	94	95	88	81
25—34	43	73	82	80	81	87
35—44	45	70	78	81	82	89
45 and above	35	67	88	79	82	88
Income (In rupees)						
Upto 750	53	62	93	70	86	64
751—1500	42	74	87	89	82	91
1501—2000	43	63	84	85	88	87
2001 and above	39	77	75	66	76	83
Education (In standard)						
Graduate and above	40	68	78	79	85	81
Under-graduate but SSC	43	77	87	88	80	91
Below SSC	48	64	90	78	84	90
Total	43	71	86	82	83	86

(Figures in brackets indicate the number of respondents)

TABLE : B-7.3

VIEWERSHIP OF NEWS ON SUNDAY IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"NEWS IN MARATHI" 7.30 P.M.		"NEWS IN HINDI" 9.00 P.M.		"NEWS IN ENGLISH" 10.00 P.M.	
	Bombay (292)	Pune (141)	Bombay (292)	Pune (141)	Bombay (292)	Pune (141)
Sex						
Male	63	56	63	49	26	32
Female	69	70	59	48	26	22
Age (In years)						
15-24	70	35	59	42	30	35
25-34	60	81	61	53	22	25
35-44	61	67	63	59	24	26
45 & above	73	65	61	38	28	22
Income (In rupees)						
Upto 750	68	56	71	28	18	17
751-1500	67	66	63	51	23	25
1501-2000	72	61	53	50	27	36
2001 & above	54	69	59	56	34	19
Education (In standard)						
Graduate and above	54	66	54	53	23	33
Under graduate but SSC	70	57	68	44	29	26
Below SSC	75	71	70	42	30	8
Total :	66	64	60	48	26	26

(Figures in brackets indicate the number of respondents)

TABLE : B-7.4
VIEWERSHIP OF NEWS ON SATURDAY IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segments							
	"NEWS IN MARATHI" 7.30 P.M.		"NEWS IN HINDI" 9.00 P.M.		"NEWS IN ENGLISH" 10.00 P.M.			
	Bombay	Pune	Bombay	Pune	Bombay	Pune		
	(300)	(150)	(300)	(150)	(300)	(150)		
Sex								
Male	.	.	60	72	34	30	16	25
Female	.	.	59	57	35	46	15	27
Age (In years)								
15—24	.	.	60	61	37	23	11	15
25—34	.	.	56	58	42	41	18	26
35—44	.	.	56	71	27	43	14	34
45 & above	.	.	65	69	35	39	16	25
Income (In rupees)								
p 750	.	.	71	100	32	50	—	25
751—1500	.	.	58	65	34	29	11	24
1501—2000	.	.	59	60	39	50	15	35
2001 & above	.	.	53	65	34	41	23	21
Education (In standard)								
Graduate and above	.	.	54	64	30	33	11	20
Under-graduate but SSC	.	.	60	61	35	44	15	32
Below SSC	.	.	63	78	40	43	17	36
Total :	.	.	59	65	35	38	15	26

(Figures in brackets indicate the number of respondents)

TABLE : B—7.5

VIEWERSHIP OF NEWS ON WEEK DAYS IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	“NEWS IN MARATHI” Daily—7.30 P.M.		“NEWS IN HINDI” Daily—9.00 P.M.		“NEWS IN ENGLISH” Daily—10.00 P.M.	
	Bombay	Pune	Bombay	Pune	Bombay	Pune
	(1490)	(739)	(1490)	(739)	(1490)	(739)
Sex						
Male	28	46	40	49	30
Female	28	45	41	41	24
Age (In years)						
15—24	24	36	41	45	23
25—34	28	50	33	40	26
35—44	45	46	54	49	44
45 & above	24	46	38	48	30
Income (In rupees)						
Upto 750	53	41	53	39	31
751—1500	25	47	40	45	28
1501—2000	21	50	38	45	32
2001 & above	29	38	33	48	32
Education (In standard)						
Graduate and above	32	45	35	38	39
Under-graduate but SSC	30	48	43	46	24
Below SSC	20	41	45	37	27
Total:	28	46	40	45	27

(Figures in brackets indicate the number of respondents)

TABLE : B—7.6

VIEWERSHIP OF YOUGH PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment			
	“YUV DARSHAN” Prog. for youth (Marathi) Monday—8.30 P.M.		“YOUNG WORLD” Youth Prog. in English Wednesday—8.30 P.M.	
	Bombay	Pune	Bombay	Pune
	(300)	(142)	(293)	(150)
Sex				
Male	24	32	35	46
Female	19	29	29	47
Age (In years)				
15—24	21	30	42	50
25—34	22	37	31	57
35—44	16	27	31	41
45 & above	26	23	27	36
Income (In rupees)				
Upto 750	22	29	43	33
751—1500	24	32	32	47
1501—2000	18	31	33	49
2001 & above	15	33	25	46
Education (In standard)				
Graduate & above	23	34	34	57
Under-graduate but SSC	21	27	32	35
Below SSC	20	21	30	18
Total:	21	30	32	47

(Figures in brackets indicate the number of respondents)

TABLE : B—7.7

**VIEWERSHIP OF CHILDREN AND WOMEN PROGRAMMES IN VARIOUS
DEMOGRAPHIC SEGMENTS**

Characteristics	Percentage of respondents in each segment			
	"KHEL KHILONE"		"SUNDER MAZE GHAR"	
	Programme of Children Friday—6.30 P.M.		Programme for Women in Marathi Wednesday—6.30 P.M.	
	Bombay	Pune	Bombay	Pune
	(300)	(152)	(293)	(150)
Sex				
Male	19	29	20	28
Female	20	28	21	36
Age (In years)				
15—24	13	19	15	11
25—34	25	31	22	43
35—44	25	11	23	33
45 & above	11	41	19	26
Income (In rupees)				
Upto 750	38	9	36	22
751—1500	20	29	24	29
1501—2000	22	32	15	44
2001 & above	6	28	9	25
Education (In standard)				
Graduate & above	20	24	20	33
Under-graduate but SSC	17	30	20	35
Below SSC	25	41	20	9
Total:	20	28	20	32

(Figures in brackets indicate the number of respondents)

TABLE : B-7.8

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment			
	"FATHER DEAR FATHER"		"SPORTS ROUND UP"	
	English Serial Tuesday—8.30 P.M.		Programme on Sports Monday—8.05 P.M.	
	Bombay	Pune	Bombay	Pune
	(300)	(147)	(300)	(142)
Sex				
Male	39	57	49	63
Female	46	41	43	49
Age (In years)				
15—24	49	54	51	53
25—34	40	58	48	61
35—44	43	50	40	59
45 & above	37	37	51	46
Income (In rupees)				
Upto 750	25	25	30	45
751—1500	38	47	47	58
1501—2000	47	60	51	56
2001 & above	55	55	48	48
Education (In standard)				
Graduate and above	50	52	55	55
Under-graduate but SSC	39	48	40	58
Below SSC	39	36	45	43
Total:	43	50	46	55

(Figures in brackets indicate the number of respondents)

TABLE : B—7.8

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment			
	"PLAY IN GUJARATI" Thursday—8.00 P.M.		"AAROHI" Composite Musical Prog. Tuesday—10.00 P.M.	
	Bombay	Pune	Bombay	Pune
	(297)	(150)	(300)	(147)
Sex				
Male	39	29	26	40
Female	52	23	30	45
Age (In years)				
15—24	49	20	23	54
25—34	42	27	33	48
35—44	36	22	29	37
45 & above	54	29	28	33
Income (In years)				
Upto 750	60	40	25	25
751—1500	42	28	28	45
1501—2000	47	33	31	37
2001 & above	37	9	28	45
Education (In standard)				
Graduate and above	36	23	30	38
Undergraduate but SSC	44	29	28	47
Below SSC	57	33	26	36
Total:	45	26	28	42

(Figures in brackets indicate the number of respondents)

TABLE : B-7.8

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment							
	"MARATHI SONGS"		"SAPTAHIKI"		"UDYACHE KARYAKRAM"		"SCIENCE REPORT"	
	(Light Music)		(Weekly Summary of Programmes)		(Prog. Summary)		(Science Prog. in English)	
	Thursday—7.45 P.M.		Sunday—10.50 P.M.		Daily—7.40 P.M.		Sunday—9.10 P.M.	
	Bombay	Pune	Bombay	Pune	Bombay	Pune	Bombay	Pune
	(297)	(150)	(292)	(141)	(2082)	(1030)	(292)	(141)
Sex								
Male	29	47	46	46	32	38	28	36
Female	28	47	62	46	31	39	28	22
Age (In years)								
15—24	31	35	59	35	32	33	30	23
25—34	29	56	54	47	32	44	25	25
35—44	25	52	58	51	32	38	23	28
45 & above	30	41	45	48	31	39	34	32
Income (In rupees)								
Upto 750	42	40	50	44	45	38	29	28
751—1500	27	49	56	48	35	41	26	30
1501—2000	36	55	48	50	28	40	28	28
2001—above	14	34	59	31	22	36	32	19
Education (In standard)								
Graduate and above	27	50	50	41	32	40	33	36
Under-graduate but SSC	29	44	60	46	31	36	28	20
Below SSC	31	44	51	48	32	42	20	26
Total:	29	47	54	46	32	39	28	28

(Figures in brackets indicate the number of respondents)

TABLE : B-8.1

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SUNDAY

(Number in thousands)

Time	Programme	Bombay			Pune		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
A.M.							
9.00	Magic Lamp	381	121	502	48	24	72
9.30	Punarbhut	121	68	189	28	19	47
10.00	Pratibha Ani Pratima	203	60	263	70	29	99
10.50	Saptahiki	983	317	1300	85	57	142
P.M.							
5.45	Feature Film in Hindi	1510	1018	2528	134	102	236
7.30	News in Marathi	1289	879	2168	134	95	229
7.40	Udyache Karyakram	1332	862	2194	127	88	215
9.00	News in Hindi	1089	691	1780	103	67	170
9.10	Science Report	456	242	698	57	30	87
9.30	Arogya Sampada	246	128	374	30	9	39
10.00	News in English	445	100	545	51	8	59

TABLE : B—8.2

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—MONDAY

(Number in thousands)

Time	Programme	Bombay			Pune		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Santakudi	275	89	364	11	2	13
7.00	Gujarati Songs	265	104	369	19	6	25
7.10	Amachi Mati Amachi Manse .	201	110	311	15	10	25
7.30	News in Marathi	482	143	625	81	29	110
7.40	Udyache Karyakaram	326	120	446	46	30	76
7.42	Dnyandeep	469	156	625	60	42	102
8.02	Sports Round Up	772	224	996	94	57	151
8.30	Yuv Darshan	377	158	535	51	29	80
9.00	News in Hindi	574	191	765	73	17	90
9.10	A Title for books (A review of books) .	120	51	171	14	2	16
10.00	News in English	362	38	400	56	5	61
10.10	Ascent of Man	184	8	192	24	2	26

TABLE : B—8.3

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—TUESDAY

(Number in thousands)

Time	Programme	Bombay			Pune		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Kilbil	294	246	540	32	20	52
7.00	Vritta Chitra	91	90	181	11	4	15
7.10	Kamgar Vishwa	156	122	278	28	23	51
7.30	News in Marathi	422	159	581	78	21	99
7.40	Udyache Karyakram	252	110	362	48	32	80
7.42	Pradeshik Sangeet	178	99	277	22	9	31
8.00	Yuv Darshan (Hindi)	382	76	458	46	14	60
8.29	Father Dear Father	753	184	937	88	31	119
9.00	News in Hindi	566	130	696	91	19	110
9.10	Sanchayita	207	74	281	39	2	41
9.40	Chitrageet (Marathi)	793	462	1255	140	74	214
10.00	News in English	459	130	589	80	29	109
10.10	Aarohi	532	204	736	73	12	85

TABLE : B-8.4

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—WEDNESDAY

(Number in thousands)

Time	Programme	Bombay			Pune		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Sunder Maze Ghar	320	64	384	48	19	67
7.00	Hindi Songs	311	102	413	39	13	52
7.10	Amachi Mati Amachi Manse	107	19	126	29	10	39
7.30	News in Marathi	495	85	580	70	12	82
7.40	Udayache Karyakram	306	61	367	43	9	52
7.42	Daiandin Vidyan	129	19	148	20	—	20
8.00	Aina Khana	126	34	160	10	—	10
8.30	Young World	563	112	675	88	9	97
9.00	News in Hindi	590	136	726	76	3	79
9.10	Parijat	364	76	440	39	4	43
10.00	News in English	420	68	488	57	1	58
10.10	A matter of Priority—Pollution in Maharashtra	51	2	53	10	—	10

TABLE B-8.5

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—THURSDAY

(Number in thousands)

Time	Programme	Bombay			Pune		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Ghar Bethan	243	180	423	24	3	27
7.00	Vritta Chitra	81	67	148	7	—	7
7.10	Kamgar Vishwa	144	70	214	20	4	24
7.30	News in Marathi	496	268	764	76	22	98
7.40	Udayche Karykaram	461	246	707	56	13	69
7.42	Marathi Songs	539	380	919	84	20	104
8.00	Play in Gujarati	817	440	1257	49	12	61
9.00	News in Hindi	901	524	1425	88	40	128
9.10	Chhayageet	1588	1214	2802	168	85	253
9.46	Special Announcement	208	218	426	2	—	2
9.50	Film	180	130	310	37	16	53
10.00	News in English	384	197	581	39	12	51
10.10	TV Report	130	46	176	58	19	77

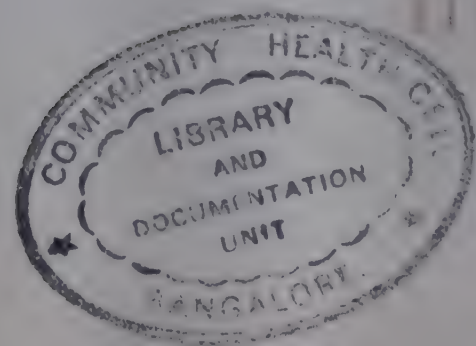


TABLE : B—8.6

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—FRIDAY

(Number in thousands)

Time	Programme	Bombay			Pune		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Khel Khilone	337	217	554	41	33	74
7.00	Lok Sangeet	213	148	361	26	12	38
7.10	Amachi Mati Amachi Manse	172	127	299	39	34	73
7.30	News in Marathi	405	217	622	97	88	185
7.40	Udyache Karyakaram	371	179	550	79	72	151
7.42	Dnyandeep	327	306	633	156	90	246
8.05	Sports Round Up	1128	689	1817	172	132	304
9.00	News in Hindi	1001	578	1579	109	93	202
9.10	Phool Khilen Hain Gulshan—Gulshan .	1623	911	2534	258	191	449
10.00	News in English	715	344	1059	89	67	156
10.10	Surbahar Vadan	55	3	58	11	17	28

TABLE : B—8.7

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SATURDAY

(Number in thousands)

Time	Programme	Bombay			Pune					
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total			
P.M.										
6.00	Feature Film in Marathi	.	.	.	1308	576	1884	137	102	239
7.30	News in Marathi	.	.	.	1189	949	2138	126	91	217
7.40	Udyache Karyakram	.	.	.	1147	1012	2159	123	89	212
9.00	News in Hindi	.	.	.	695	440	1135	74	45	119
9.10	Vibration	.	.	.	156	93	249	22	13	35
9.40	On the field, off the field	.	.	.	201	57	258	29	7	36
10.00	News in English	.	.	.	224	27	251	41	13	54

TABLE : B-9

LISTENERSHIP OF RADIO DURING TV TRANSMISSION TIME

Day	Bombay		Pune		Combined	
	No. of respondents	Percentage listening	No. of respondents	Percentage listening	No. of respondents	Percentage listening
Sunday	292	8	141	16	433	11
Monday	300	6	142	16	442	9
Tuesday	300	2	147	12	447	5
Wednesday	293	2	150	10	443	5
Thursday	297	4	150	14	447	7
Friday	300	2	150	4	450	3
Saturday	300	4	150	6	450	4

TABLE B-10

DUPLICATION WITH NEWSPAPERS

Language of Newspaper	Percentage of total respondents		
	Bombay	Pune	Combined
	(2082)	(1030)	(3112)
None	7	1	5
English only	24	9	19
Hindi only	6	1	4
Regional only	29	56	38
English Hindi	9	—	6
English Regional	20	29	23
Hindi Regional	1	1	1
English Hindi Regional	2	2	2
Others	2	1	2
Total	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : B-11
DUPLICATION WITH MAGAZINES

Language of Magazine	Percentage of total respondents		
	Bombay	Pune	Combined
	(2082)	(1030)	(3112)
None	18	15	17
English only	23	13	19
Hindi only	6	2	5
Regional only	22	39	28
English Hindi	9	..	6
English Regional	16	22	18
Hindi Regional	1	2	1
English Hindi Regional	3	6	4
Others	2	1	2
Total	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE : B-12
DUPLICATION WITH FILMS

Frequency															Percentage of total respondents		
															Bombay	Pune	Combined
															(2082)	(1030)	(3112)
1 or more a week	6	6	6
2/3 times a week	19	16	18
Once a month	32	35	33
Less often	31	35	32
Never	12	8	11
Total	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE B-13

VIEWERS' PERCEPTION OF THE IDEAL NUMBER OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Advertisements	Percentage of total respondents		
	Bombay	Pune	Combined
	(2082)	(1030)	(3112)
More than 25	9	4	7
16—25	13	3	10
11—15	20	20	20
6—10	34	40	36
1—5	24	33	27
Total	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE B-14

VIEWERS' PERCEPTION OF THE IDEAL DURATION OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Total Duration (in minutes)																Percentage of total respondents		
																Bombay	Pune	Combined
																(2082)	(1030)	(3112)
5 and more	15	8	13
3 to 4	34	31	33
1 to 2	37	47	40
Less than one	14	14	14
Total	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE : B-15

VIEWERS' REACTION TO THE IDEA OF PROGRAMME INTERRUPTION FOR ADVERTISEMENTS

Responses																Percentage of total respondents		
																Bombay	Pune	Combined
																(2082)	(1030)	(3112)
Yes	16	30	20
No	84	70	80
Total	:	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : B-16

CAPSULE-WISE VIEWERSHIP OF ADVERTISEMENTS WITH FEATURE FILM AND FILM BASED PROGRAMMES

Advertisement with feature film												Percentage of total respondents		
												Bombay	Pune	Combined
												(2082)	(1030)	(3112)
1. At the Beginning of the film.														
(a)	See most/All ads	51	54	52
(b)	See few ads	40	33	38
(c)	Do not see ads	9	13	10
2. Immediately before News														
(a)	See most/All ads	42	44	43
(b)	See few ads	38	39	38
(c)	Do not see ads	20	17	19
3. Immediately after News.														
(a)	See most/All ads	44	40	43
(b)	See few ads	38	40	38
(c)	Do not see ads	18	20	19
4. Feature Film Based Programme														
(a)	See most/All ads	43	46	44
(b)	See few ads	49	40	46
(c)	Do not see ads	8	14	10

(Figures in brackets indicate the number of respondents.)

TABLE : B-17

**PREFERENCE BETWEEN INSERTION OF ADVERTISEMENTS
WITH OR WITHOUT PUNCTUATION**

Groups													Percentage of total respondents		
													Bombay	Pune	Combined
													(2082)	(1030)	(3112)
With Punctuation	70	54	65
Without Punctuation	12	21	15
No Response	18	25	20
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : B-18

**PREFERENCE OF ADVERTISEMENT
SLIDES VERSUS FILMS**

Groups	Percentage of total respondents		
	Bombay (2082)	Pune (1030)	Combined (3112)
Balanced	11	2	9
More Films Spots	33	31	32
More Stills/Slides	8	11	9
Only Film Spots	29	28	28
Only Slides	10	9	10
No Response	9	19	12
Total	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : B-19
PREFERENCE OF ADVERTISEMENTS
BACKGROUND VOICE VERSUS CHARACTERS THEMSELVES SPEAKING

Groups													Percentage of total respondents		
													Bombay	Pune	Combined
													(2082)	(1030)	(3112)
Characters Themselves Speaking	91	65	64
Background Voice	7	17	16
Both	1	4	4
No Response	1	14	16
Total	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : B-20
PREFERENCE OF PROGRAMMES FOR LINKING ADVERTISEMENTS

Types of Programme	Percentage of total respondents		
	Bombay	Pune	Combined
	(2082)	(1030)	(3112)
Feature Film	13	3	10
Other Film Based Programmes	20	4	15
Plays	3	3	3
All Programmes	7	3	6

(Figures in brackets indicate the number of respondents.)

TABLE : B--21

PRODUCT CATEGORIES OF SPOTS
(November—December, 1980 and January 1981)

Bombay-Pune

Sl. No.	Categories	Number Total	percentage	Duration in Seconds Total Percentage		
1.	Beverages, Food Products and Confectionaries	478	20	8450	21	
2.	Cosmetics and Toiletries	328	14	6530	16	
3.	Medicines	369	16	5980	15	
4.	Fabrics & Apparels	306	13	4420	11	
5.	Banks	120	5	2580	6	
6.	Electrical Appliances & Machinery	127	5	2370	5	
7.	Govt. campaigns	84	4	1690	4	
8.	Stationery, Greeting cards & Magazines	119	5	1810	4	
9.	Utensils like pressure Cooker and Flask	68	3	770	2	
10.	Cycle, Scooter, Car and Accessories	43	2	1060	3	
11.	Detergents and Deodorants	57	2	850	2	
12.	Paints	39	2	690	2	
13.	Film/Drama Advs.	55	2	790	2	
14.	Electronic gadgets (Radio, TV & Record-Players)	28	1	630	1	
15.	Leather goods	31	1	730	2	
16.	Pesticides and Fertilizers	
17.	Others	119	5	1540	4	
18.	Total	2371	100	40890	100	
				Hr.	M.	Sec.
				11	21	30

TABLE : B-22
NUMBER OF FILM SPOTS AND STILL SPOTS
(November —December, 1980 and January-1981)

Sl. No.	Spots	Bombay-Pune		
		Total	Number Percentage	Duration in Seconds Total Percentage
1.	Film Spots	1414	60	28,740 70
2.	Still Spots	957	40	12,150 30
3.	Total	2371	100	40,890 100
				Hr. M. Sec.
				11 21 30

TABLE : B-23

DISTRIBUTION OF SPOTS ACCORDING TO THE TYPE OF PROGRAMMES
(November—December, 1980 and January-1981)

Bombay-Pune

Sl. No.	Programme	Number Total	Duration in Seconds	
			Percentage	Total Percentage
1.	(a) Hindi Feature Film, Chhaya Geet, Phool Khilen Hain Gulshan Gulshan	775	33	12000 29
	(b) Regional Film, Regional Chitrahhar,	64	3	1260 3
	(c) English Film, English Serials	62	2	1070 3
2.	News	351	15	6300 15
3.	Plays	49	2	770 2
4.	Sports	61	2	1250 3
5.	Youth-Forum, Young World	18	1	440 1
6.	Others	991	42	17800 44
7.	Total	2371	100	40890 100

SECTION—C
AMRITSAR—JULLUNDUR

LIST OF TABLES

(Section-C)

DETAILS

TABLE		PAGE No.
C.1	Profile of TV Owning Household Members (Age, Sex, Education & Occupation)	123
C.2	Profile of Respondents (Sex, Age, Education & Occupation)	124
C.3.1	Profile of TV Owning Households (Average Family Size)	125
C.3.2	Profile of TV Owning Households (Monthly Family Income)	126
C.3.3	Profile of TV Owning Households (Mother Tongue)	127
C.4	Frequency of Viewing TV Programmes During the Course of a Week	128
C.5	Average Daily Viewing Or Tuned in Sets	129
C.6.1	Viewing of Individual Programmes—Sunday	130
C.6.2	Viewing of Individual Programmes—Monday	131
C.6.3	Viewing of Individual Programmes—Tuesday	132
C.6.4	Viewing of Individual Programmes—Wednesday	133
C.6.5	Viewing of Individual Programmes—Thursday	134
C.6.6	Viewing of Individual Programmes—Friday	135
C.6.7	Viewing of Individual Programmes—Saturday	136
C.7.1	Viewership of Feature Film and Film Based Programmes in Various Demographic Segments	137
C.7.2	Viewership of News in Various Demographic Segments	138
C.7.3	Viewership of Plays and Skits in Various Demographic Segments	139
C.7.4	Viewership of Other Popular Programmes in Various Demographic Segments	140
C.8.1	Estimated Audience Size of Individual Programmes—Sunday	141
C.8.2	Estimated Audience Size of Individual Programmes—Monday	142
C.8.3	Estimated Audience Size of Individual Programmes—Tuesday	143
C.8.4	Estimated Audience Size of Individual Programmes—Wednesday	144
C.8.5	Estimated Audience Size of Individual Programmes—Thursday	145
C.8.6	Estimated Audience Size of Individual Programmes—Friday	146
C.8.7	Estimated Audience Size of Individual Programmes—Saturday	147
C.9	Listenership of Radio During TV Transmission Time	148
C.10	Duplication with Newspapers	149
C.11	Duplication with Magazines	150
C.12	Duplication with Films	151
C.13	Viewers' Perception of the Ideal Number of Advertisements between Two TV Programmes	152
C.14	Viewers' Perception of the Ideal Duration of Advertisements between Two TV Programmes	153
C.15	Viewers' Reaction to the Idea of Programme Interruption for Advertisements	154
C.16	Capsulewise Viewership of Advertisements with Feature Films and Film Based Programmes	155
C.17	Preference between Insertion of Advertisements with or without Punctuation	156
C.18	Preference of Advertisements—Slides Versus Films	157
C.19	Preference of Advertisements—Background Voice Versus Characters Themselves Speaking	158
C.20	Preference of Programmes for Linking Advertisements	159
C.21	Product Category of Spots (November-December—1980 and January 1981)	160
C.22	Number of Films Spots and Still Spots (November-December—1980 and January—1981)	161
C.23	Distribution of Spots According to the Types of Programmes (November-December—1980 and January—1981)	162

TABLE : C—1

PROFILE OF TV OWNING HOUSEHOLD MEMBERS

Sex, Age, Education and Occupation

Characteristic	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(4308)	(3897)	(8205)
Sex			
Male	54	52	53
Female	46	48	47
Age (In years)			
15—24	32	32	32
25—34	28	27	27
35—44	16	15	16
45 and above	24	26	25
Education (In standard)			
Graduate and above	31	40	35
Undergraduate but SSC	36	33	34
Below SSC	26	21	24
Illiterate	7	6	7
Occupation			
Service	14	16	15
Business	28	23	25
Housewife	33	35	34
Professional	2	4	3
Student	17	15	16
Others	6	7	7
Total :	100	100	100

(Figures in brackets indicate the number of members in TV households.)

TABLE : C—2

PROFILE OF RESPONDENTS

Sex, Age, Education and Occupation

Characteristics	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
Sex			
Male	50	51	50
Female	50	49	50
Age (In years)			
15—24	33	31	32
25—34	32	32	32
35—44	18	18	18
45 & above	17	19	18
Education (In standard)			
Graduate and above	35	46	40
Under graduate but SSC	39	32	36
Below SSC	22	20	20
Illiterate	4	2	4
Occupation			
Service	15	18	16
Business	26	19	23
Professional	2	4	3
Housewife	36	38	38
Student	16	15	16
Others	5	6	4
Total :	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE :- C—3.1
PROFILE OF TV OWNING HOUSEHOLDS

Average family size

Groups	Average number of family members		
	Amritsar	Jullundur	Combined
	(1042)	(956)	(1988)
15 years & above	4.1	4.1	4.1
Below 15 years	1.7	1.7	1.7
Total :	5.8	5.8	5.8

- (Figures in brackets indicate the number of TV households included in the sample.)

TABLE : C—3.2
PROFILE OF TV OWNING HOUSEHOLDS
 — Monthly Family Income

Monthly Family Income Rs.	Percentage of total house-holds		
	Amritsar (1042)	Jullundur (946)	Combined (1988)
Upto 750/-	13	14	14
751—1500.	49	50	49
1501—2000	21	21	21
2001 and above	17	15	16
Total	100	100	100

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : C—3.3

PROFILE OF TV OWNING HOUSEHOLDS

Mother Tongue

Mother Tongue	Percentage of total households		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
Hindi	22	17	19
Punjabi	77	83	80
Others	1	—	1
Total :	100	100	100

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : C—4

FREQUENCY OF VIEWING TV PROGRAMMES DURING COURSE OF A WEEK

Frequency of viewing	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
6—7 days in a week	59	58	58
3—5 days in a week	34	35	35
1—2 days in a week	6	6	6
Less Often	1	1	1
Total :	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE : C—5
AVERAGE DAILY VIEWING OR TUNED—IN SETS

Day	Amritsar		Jullundur		Combined	
	No. of respondents	Percentage Viewing	No. of respondents	Percentage Viewing	No. of respondents	Percentage Viewing
Sunday	147	97	128	92	275	95
Monday	147	74	138	81	285	78
Tuesday	150	76	140	90	290	83
Wednesday	150	82	120	93	270	87
Thursday	149	80	140	86	289	83
Friday	149	65	140	87	289	76
Saturday	150	78	140	83	290	81
Average for week		78		87		83

TABLE : C—6.1

VIEWING OF INDIVIDUAL PROGRAMMES—SUNDAY

Time	Programme	Percentage of total respondents		
		Amritsar	Jullundur	Combined
		(147)	(128)	(275)
6.00	Arambhiic Socchna Te Ajj De Prog. Da Verva (Daily prog. highlights)	1	2	1
6.02	Shabad Kirtan	6	11	8
6.15	Vigyan Nit Varta vich (Science programme)	1	2	1
6.30	Chuk Chuk—Puppet Play	5	9	7
6.45	Light Music by Begum Akhtar	1	9	5
7.00	Khod Khidare Mahilaven Te Khedan	3	25	13
7.28	Ajj De Bakee Prog. Da Verva	95	24	62
7.30	Feature Film—Hindi	97	91	94
9.30	Khabran (News in Punjabi)	86	73	80
9.45	Kal De Prog. Da Verva	22	52	36
10.15	Cricket Test Match	1	2	1

(Figures in brackets indicate the number of respondents.)

TABLE : C—6.2

VIEWING OF INDIVIDUAL PROGRAMMES—MONDAY

Time	Programme	Percentage of total respondents		
		Amritsar (147)	Jullundur (138)	Combined (285)
6.00	Arambhic Soochna Te Ajj De Prog. Da Verva (Daily programme highlights)	..	13	6
6.02	Dogri Sangeet	..	2	1
6.15	Films Division Documentary	1	1	1
6.30	Mera Pind Mere Khet (Rural programme)	4	5	5
7.00	Somvar (A Prog. of general knowledge and current affairs)	10	9	9
7.15	The World of Sports (English film)	6	..	3
7.33	Aij De Bakee Prog. Da Verva	7	4	5
7.35	Jawan Tarang (Youth prog.)	27	37	32
7.55	Human Machine	15	..	8
8.00	Saaz Te Awaz	10	30	19
8.30	Sapne Te Parchavan (Play in Punjabi)	64	79	71
9.10	TV Documentary on Thakkars	35	4	20
9.30	Khabran (News in Punjabi)	8	28	18
9.45	Kal De Prog. Da Verva	9	13	11
9.50	Shonq Surahi Warian Da Warke	8	19	14
10.15	Punjabi Geet	1	1	1

(Figures in brackets indicate the number of respondents.)

TABLE : C—6.3

VIEWING OF INDIVIDUAL PROGRAMMES—TUESDAY

Time	Programme	Percentage of total respondents		
		Amritsar (150)	Jullundur (140)	Combined (290)
6.00	Arambhic Soochna Te Ajj De Prog. Da Verva (Daily programme highlights)	..	9	4
6.02	Bhakti Sangeet	1	19	9
6.15	Highlights of Cricket Test Match	1	4	2
6.40	Sannti Duniya (Prog. for industrial workers)	..	1	1
7.00	Sargarmian (Prog. based on film coverage)	1	3	2
7.15	Film Division Documentary	1	..	1
7.28	Ajj De Bakee Prog. Da Verva	..	1	1
7.30	Tuhadi Sehat (Health prog.)	11	11	11
8.00	Father Dear Father (English serial)	14	11	12
8.30	Asin Tusin	17	30	23
8.45	Chitrahaar (Prog. based on film songs)	75	85	80
9.30	Khabran (News in Punjabi)	37	26	32
9.45	Kal De Prog. Da Verva	7	11	9
9.50	Ajj Kai (Current affairs Prog. in Hindi)	13	6	10
10.05	Bharat-Pak Cricket Shrinkhla	1	6	4

(Figures in the brackets indicate the number of respondents.)

TABLE : C—6.4
VIEWING OF INDIVIDUAL PROGRAMMES—WEDNESDAY

Time	Programme	Percentage of total respondents		
		Amritsar (150)	Jullundur (120)	Com bined (270)
6.00	Arambhic Soochna Te Ajj De Prog. Da Verva (Daily programme highlights)	1	2	2
6.02	Samoooh Gaan	1	1	1
6.16	Puppet Film	5	5	5
6.30	Pradeshik Geet (Rajasthan and U.P.)	1	4	2
6.45	Jankari	2	7	4
7.00	Sansad Samiksha	3	7	5
7.10	Samunddar Paar (Interview)	3	2	3
7.28	Ajj De Bakee Prog. Da Verva	13	7	10
7.30	Feature Film in Hindi	81	86	83
9.30	Khabran (News in Punjabi)	73	60	67
9.45	Kal De Prog. Da Verva	11	38	23

(Figures in brackets indicate the number of respondents.)

TABLE : C—6.5

VIEWING OF INDIVIDUAL PROGRAMMES—THURSDAY

Time	Programme	Percentage of total respondents		
		Amritsar	Jullundur	Combined
		(149)	(140)	(289)
6.00	Arambhic Soochna Te Ajj De Prog. Da Verva (Daily programme highlights)	1	12	6
6.02	Shabad Kirtan (Devotional music)	8	4	6
6.15	Films Division Documentary	3	2	2
6.30	Mera Pind Mere Khet (Rural programme)	4	5	4
7.00	Sports Quiz on Football	5	4	4
7.28	Ajj De Bakee Prog. Da Verva	2	2	2
7.30	A Film From U.S.S.R.	3	1	2
8.00	Chutkian (Skit in Punjabi)	20	41	30
8.15	Who am I ? (Quiz prog. in Eng.)	11	27	19
8.45	Chitrahaar (Prog. based on film songs)	75	80	78
9.30	Khabran (News in Punjabi)	48	36	42
9.45	Kal De Prog. Da Verva	8	8	8
9.50	Darpan (Magazine prog. in Punjabi)	3	12	7
10.20	Punjabi Geet	2	8	5

(Figures in brackets indicate the number of respondents.)

TABLE : C—6.6

VIEWING OF INDIVIDUAL PROGRAMMES—FRIDAY

Time	Programme	Percentage of total respondents		
		Amritsar (149)	Jullundur (140)	Combined (289)
6.00	Arambhik Soochna Te Ajj De Prog. Da Verva (Daily programme highlights)		11	6
6.02	Bhakti Sangeet	2	3	2
6.15	Films Division Documentary	1	2	1
6.30	Bazm-E-Qawwali	1	5	3
7.00	Tele-Match	..	12	6
7.28	Ajj De Bakee Prog. Da Verva	8	3	6
7.30	Pariwaran Layee (Prog. for families)	12	29	20
8.00	Aarohi	57	45	51
8.30	Play in Hindi	18	68	42
9.30	Khabran (News in Punjabi)	..	36	17
9.45	Kal De Prog. Da Verva	..	8	4
9.50	Samachar Te Vichar	..	3	1
10.05	Bharat Natyam	1	1	1

(Figures in the brackets indicate the number of respondents.)

TABLE : C—6.7

VIEWING OF INDIVIDUAL PROGRAMMES—SATURDAY

Time	Programme	Percentage of total respondents		
		Amritsar (150)	Jullundur (140)	Combined (290)
6.00	Arambhik Soochana Te Ajj De Prog. Da Verva (Daily programme highlights)	..	5	2
6.02	Punjabi Geet	..	5	2
6.15	Jhil Mil Tare	3	6	4
6.45	Bhulae Na Bane (S.D. Burman)	1	10	5
7.38	Robinhood (Eng. serial film)	11	11	11
8.30	Aap Ne Likha (Replies to the viewers' letters)	64	19	43
8.45	Chitrahaar (Prog. based on film songs)	73	81	77
9.30	Khabran (News in Punjabi)	6	34	19
9.45	Kal De Prog. Da Verva	4	4	4
9.50	Lok Akh-De Ne (A Prog. on Civic problems)	..	4	2

(Figures in brackets indicate the number of respondents.)

TABLE : C—7.1
VIEWERSHIP OF FEATURE FILM AND FILM BASED PROGRAMMES
IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"FEATURE FILM IN HINDI"		"FEATURE FILM IN HINDI"		'CHITRAHAAR" Prog. based on film songs Tuesday/Thursday/ Saturday—8.45 P.M.	
	Sunday—7.30 P.M.		Wednesday—7.30 P.M.			
	Amritsar	Jullundur	Amritsar	Jullundur	Amritsar	Jullundur
	(147)	(128)	(150)	(120)	(449)	(420)
Sex						
Male	96	89	89	84	72	81
Female	97	94	76	87	77	83
Age (In years)						
15—24	100	91	82	100	76	86
25—34	95	92	82	78	70	82
35—44	96	100	90	92	79	77
45 & above	89	80	75	72	76	78
Income (In rupees)						
Upto 750	97	90	76	100	64	81
751—1500	96	91	86	90	79	86
1501—2000	100	95	75	77	68	79
2001 & above	86	88	84	79	75	73
Education (In standard)						
Graduate and above	95	91	74	84	69	78
Under-graduate but SSC	98	90	91	85	78	86
Below SSC	96	95	78	94	76	83
Total :	97	91	81	86	74	82

(Figures in brackets indicate the number of respondents.)

TABLE : C—7.2

VIEWERSHIP OF NEWS IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	“KHABRAN” News in Punjabi Daily at 9.30 P.M.					
	Amritsar			Jullundur		
	Sunday (147)	Saturday (150)	Week day (745)	Sunday (128)	Saturday (140)	Week day (678)
Sex						
Male	88	4	33	68	35	35
Female	86	8	33	78	32	37
Age (In years)						
15—24	91	8	37	76	29	34
25—34	91	6	28	77	42	35
35—44	83	..	38	79	29	33
45 & above	68	9	32	55	32	46
Income (In rupees)						
Upto 750	88	12	34	55	50	27
751—1500.	89	8	34	76	32	41
1501—2000	82	..	29	86	27	34
2001 & above	71	..	36	89	32	33
Education (In standard)						
Graduate and above	91	..	31	74	34	39
Under-graduate but SSC	92	4	36	74	33	38
Below SSC	76	15	33	71	33	29
Total :	86	6	33	73	34	36

(Figures in brackets indicate the number of respondents.)

TABLE : C—7.3

VIEWERSHIP OF PLAYS AND SKITS IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"PLAY IN PUNJABI"		"PLAY IN HINDI"		"CHUTKIAN"	
	Monday—8.30 P.M.		Friday—8.30 P.M.		Skit in Punjabi Thursday—8.00 P.M.	
	Amritsar	Jullundur	Amritsar	Jullundur	Amritsar	Jullundur
	(147)	(138)	(149)	(140)	(149)	(140)
Sex						
Male	66	79	13	63	19	36
Female	62	78	25	72	22	47
Age (In years)						
15—24	64	84	22	76	19	47
25—34	70	73	22	66	27	43
35—44	56	73	10	63	13	36
45 & above	64	88	26	66	18	36
Income (In rupees)						
Upto 750	69	65	12	65	23	35
751—1500.	65	81	15	65	30	42
1501—2000	56	76	24	71	11	44
2001 & above	70	88	22	80	4	40
Education (In standard)						
Graduate and above	70	74	11	60	19	47
Under graduate but SSC	53	84	26	84	25	28
Below SSC	77	83	14	71	14	49
Total :	64	79	18	68	20	41

(Figures in brackets indicate the number of respondents.)

TABLE : C—7.4

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment			
	“Aap ne Likha” Replies to viewers’ letters in Punjabi Saturday—8.30 P.M.		“Asin Tusin” Tuesday—8.30 P.M.	
	Amritsar	Jullundur	Amritsar	Jullundur
	(150)	(140)	(150)	(140)
Sex				
Male	64	17	19	32
Female	67	22	16	28
Age (In years)				
15—24	70	19	23	33
25—34	58	28	9	22
35—44	65	10	27	32
45 & above	73	14	11	34
Income (In rupees)				
Upto 750	56	25	13	24
751—1500	70	19	23	32
1501—2000	67	19	11	30
2001 & above	61	16	12	35
Education (In standard)				
Graduate and above	63	23	16	17
Under-graduate but SSC	63	18	16	34
Below SSC	72	14	23	39
Total :	64	19	17	30

(Figures in brackets indicate the number of respondents.)

TABLE : C—8.1

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SUNDAY

(Number in thousands)

Time	Programme	Amritsar			Jullundur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
6.00	Arambhik Soochna Te Ajj De Programme Da Verva	2	..	2	1	1	2
6.02	Shabad Kirtan	9	4	13	5	1	6
6.15	Vigyan Nit Vartan Vich	4	..	4	2	..	2
6.30	Chuk Chuk—Serial Puppet Play	9	1	10	7	2	9
6.45	Light Music by Begum Akhtar	1	..	1	7	2	9
7.00	Khod Khidari Mahilavan Te Khedan	4	4	8	18	4	22
7.28	Ajj De Bakee Programme Da Verva	225	108	333	20	2	22
7.30	Feature Film in Hindi	230	106	336	81	22	103
9.30	Khabran	203	91	294	61	22	83
9.45	Kal De Programme Da Verva	48	13	61	48	12	60
10.15	Cricket Test Match	1	..	1	4	2	6

TABLE : C-8.2

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—MONDAY

(Number in thousands)

Time	Programme	Amritsar			Jullundur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
6.00	Arambhik Soochna Te Ajj De Programme Da Verva	10	2	12
6.02	Dogri Sangeet	2	1	3
6.15	F.D. Documentary	1	..	1
6.30	Mera Pind Mere Khet	1	..	1	3	..	3
7.00	Somvar—A Programme of General Knowledge and Current Affairs	10	..	10	6	..	6
7.15	The World of Sports—English Film	10	10	20
7.33	Ajj De Bakee Prog. Da Verva	10	5	15	3	2	5
7.35	Jawan Tarang	25	5	30	30	3	33
7.55	Human Machine	12	4	16
8.00	Saaz Te Awaz	10	..	10	22	3	25
8.30	Sapne Te Parchaven (Play in Punjabi)	113	20	133	69	10	79
9.10	T.V. Documentary	16	4	20	3	..	3
9.30	Khabran	11	1	12	22	2	24
9.45	Kal De Prog. Da Verva	11	1	12	10	..	10
9.50	Shonq Surahi Warian De Wartta	11	..	11	16	3	19
10.15	Punjabi Geet	1	..	1	1	..	1

TABLE : C—8.3
ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMME—TUESDAY

(Number in thousands)

Time	Programme	Amritsar			Jullundur		
		Family Members	Non-family Members	Total	family Members	Non-family Members	Total
6.00	Arambhik Soochna Te Ajj De Prog. Da Verva	7	1	8
6.02	Bhakti Sangeet	1	..	1	18	1	19
6.15	Cricket Highlights	1	..	1	5	1	6
6.40	Sannati Duniya	1	..	1
7.00	Sargarmian	1	..	1	2	..	2
7.15	F.D. Documentary	4	..	4
7.28	Ajj De Bakee Prog. Da Verva	2	..	2
7.30	Tuhadi Sehat	18	2	20	9	1	10
8.00	Father Dear Father	25	1	26	9	4	13
8.30	Asin Tusin	43	4	47	26	2	28
8.45	Chitrahaar	182	22	204	74	16	90
9.30	Khabran	94	11	105	19	2	21
9.45	Kal De Prog. Da Verva	14	1	15	7	1	8
9.50	Aaj Kal (Current Affairs in Hindi)	29	4	33	4	1	5
10.05	Bharat Pak Cricket Shrinkhla	11	..	1	4	1	5

TABLE : C—8.4

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—WEDNESDAY

(Number in thousands)

Time	Programme	Amritsar			Jullundur		
		Family Members	Non-family members	Total	Family Members	Non-family members	Total
6.00	Arambhik Soochna Te Ajj De Prog. Da Verva	2	..	2	2	..	2
6.02	Samoooh Gaan	4	..	4	1	..	1
6.16	Puppet Film	8	1	9	4	..	4
6.30	Pradeskhik Geet (Regional and folk music of Rajasthan and U.P.)	2	..	2	4	..	4
6.45	Jankari	4	..	4	5	..	5
7.00	Sansad Samiksha	4	..	4	5	13	18
7.10	Samunddur Paar (Interview)	8	1	9	2	..	2
7.28	Ajj De Bakee Programme Da Verva	23	4	27	5	..	5
7.30	Feature Film in Hindi	170	27	197	81	25	106
9.30	Khabran	118	23	141	51	4	55
9.45	Kal De Programme Da Verva	31	1	32	34	4	38

TABLE : C—8.5
ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—THURSDAY

(Number in thousands)

Time	Programme	Amritsar			Jullundur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
6.00	Arambhik Soochna Te Ajj De Prog. Da Verva	1	..	1	8	1	9
6.02	Shabad Kirtan	8	1	9	3	..	3
6.15	F.D. Documentary	4	2	6	1	..	1
6.30	Mera Pind Mere Khet	6	1	7	3	1	4
7.00	Sports—Quiz on Football	9	1	10	3	1	4
7.28	Ajj De Bahee Prog. Da Verva	4	..	4	1	..	1
7.30	A Film from USSR	4	2	6	1	..	1
8.00	Chutkian—A skit in Punjabi	40	11	51	40	1	41
8.15	Who am I ? (Quiz Prog. in English)	19	1	20	23	1	24
8.45	Chitrahaar	175	27	202	79	5	84
9.30	Khabran	103	15	118	28	1	29
9.45	Kal De Prog. Da Verva	19	4	23	7	..	7
9.50	Darpan	4	..	4	1	..	1
10.20	Punjabi Geet	4	..	4	7	1	8

TABLE : C—8.6

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—FRIDAY

(Number in thousands)

Time	Programme	Amritsar			Jullundur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
6.00	Arambhih Soochna Te Ajj De Prog. Da Verva	5	..	5
6.02	Bhakti Sangeet	1	..	1	2	..	2
6.15	F.D. Documentary	1	..	1	2	1	3
6.30	Bazm-e-Qawwali	1	..	1	2	..	2
7.00	Telematch	8	1	9
7.28	Ajj De Bakee Prog. Da Verva	22	1	23	2	..	2
7.30	Pariwaran Layee	28	2	30	22	1	23
8.00	Aarohi	130	28	158	36	..	36
8.30	Play in Hindi	40	9	49	53	3	56
9.30	Khabran	27	3	30
9.45	Kal De Prog. Da Verva	5	1	6
9.50	Samachar Te Vichar	2	..	2
10.05	Bharat Natyam	1	..	1	1	..	1

TABLE : C—8.7

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SATURDAY

(Number in thousands)

Time	Programme	Amritsar			Jullundur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
6.00	Arambhik Soochna Te Ajj De Prog. Da Verva	3	..	3
6.02	Punjabi Geet	5	1	6
6.15	Jhil Mil Tare	4	2	6	5	1	6
6.45	Bhulae Na Bane	1	..	1	8	1	9
7.38	Robinhood—English Serial Film .	22	..	22	8	1	9
8.30	Aap Ne Likha	174	4	178	18	1	19
8.45	Chitahaar	193	59	252	71	8	79
9.30	Khabran	18	59	77	24	1	25
9.45	Kal De Bakee Prog. Da Verva .	11	4	15	3	..	3
9.50	Lok Akhde Ne	5	1	6

TABLE : C-9
LISTENERSHIP OF RADIO DURING TV TRANSMISSION TIME

Day	Amritsar		Jullundur		Combined	
	No. of respondents	Percentage listening	No of respondents	Percentage listening	No. of respondents	Percentage listening
Sunday	147	2	128	2	275	2
Monday	147	4	138	8	285	6
Tuesday	150	2	140	4	290	3
Wednesday	150	—	120	4	270	2
Thursday	149	2	140	4	289	3
Friday	149	2	140	2	289	2
Saturday	150	—	140	2	290	1

TABLE : C—10
DUPLICATION WITH NEWSPAPERS

Language of Newspaper	Percentage of total respondents		
	Amritsar	Jullundur	Combined Percentage
	(1042)	(946)	(1988)
None	12	9	10
English only	34	33	33
Hindi only	29	24	26
Regional only	10	7	9
English Hindi	11	20	16
English Regional	2	3	2
Hindi Regional	1	2	2
English Hindi Regional	1	2	2
Others
Total :	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : C—11
DUPLICATION WITH MAGAZINES

Language of Magazine	Percentage of total respondents		
	Amritsar (1042)	Jullundur (946)	Combined (1988)
None	31	25	28
English only	26	26	26
Hindi only	25	25	25
Regional only	6	3	5
English Hindi	10	16	13
English Regional	1	2	1
Hindi Regional	2	1
English Hindi Regional	1	1	1
Others
Total :	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : C-12
DUPLICATION WITH FILMS

Frequency	Percentage of total respondents		
	Amritsar (1042)	Jullundur (946)	Combined (1988)
1 or more a week	7	11	9
2/3 times a week	22	23	22
Once a month	25	30	27
Less often	37	28	33
Never	9	8	9
Total :	100	100	100

(Figures in brackets indicate the number of respondents)

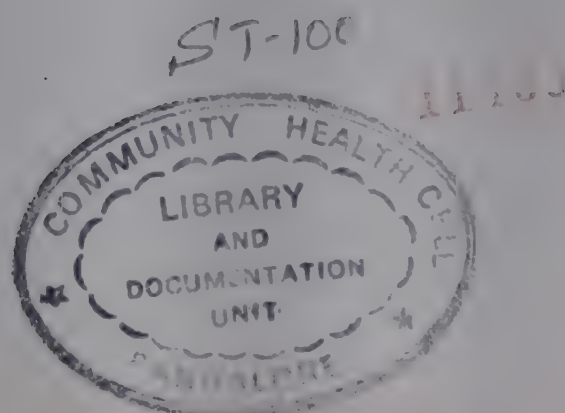


TABLE : C—13

VIEWERS' PERCEPTION OF THE IDEAL NUMBER OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

No. of Advertisements	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
More than 25	14	11	12
16—25	18	5	11
11—15	20	4	13
6—10	30	16	23
1—5	18	64	41
Total :	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE : C—14

VIEWERS' PERCEPTION OF THE IDEAL DURATION OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Total Duration (in minutes)	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
5 and more	19	17	19
3 to 4	36	14	25
1 to 2	38	57	47
less than one	7	12	9
Total :	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE C-15

VIEWERS' REACTION TO THE IDEA OF PROGRAMME INTERRUPTION FOR ADVERTISEMENTS

Responses	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
Yes	26	26	26
No	74	74	74
Total :	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE: C-16

CAPSULE WISE VIEWERSHIP OF ADVERTISEMENTS WITH FEATURE FILM AND FILM AND BASED PROGRAMME

Advertisement with Feature Film

		Percentage of total respondents		
		Amritsar	Jullundur	Combined
		(1042)	(946)	(1988)
1. At the Beginning of the Film				
(a) See most/All ads	78	66	72
(b) See few ads	18	24	21
(c) Do not see ads	4	10	7
2. Immediately before News				
(a) See most/All ads	72	48	60
(b) See few ads	22	32	27
(c) Do not see ads	6	20	13
3. Immediately after News				
(a) See most/All ads	70	50	60
(b) See few ads	19	32	25
(c) Do not see ads	11	18	15
4. Feature Film Based Programme				
(a) See most/All ads	70	57	64
(b) See few ads	24	33	28
(c) Do not see ads	6	10	8

(Figures in brackets indicate the number of respondents)

TABLE : C-17

**PREFERENCE BETWEEN INSERTION OF ADVERTISEMENTS
WITH OR WITHOUT PUNCTUATION**

Groups	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
With Punctuation	70	55	63
Without Punctuation	28	33	30
No Response	2	12	7
TOTAL :	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : C-18
PREFERENCE OF ADVERTISEMENTS
SLIDES VERSUS FILMS

Groups	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
Balanced	8	7	8
More Film Spots	47	43	45
More Stills/Slides	4	6	5
Only Film Spots	35	31	33
Only Slides	4	6	5
No Response	2	7	4
TOTAL :	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : C-19

**PREFERENCE OF ADVERTISEMENTS
BACKGROUND VOICE VERSUS CHARACTERS THEMSELVES SPEAKING**

Groups	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
Character Themselves Speaking	66	69	67
Background Voice	17	19	18
Both	14	5	10
No Response	3	7	5
TOTAL :	100	100	100

(Figures in brackets indicate the number of respondents)

TABLE : C-20
PREFERENCE OF PROGRAMMES FOR LINKING ADVERTISEMENTS

Types of Programme	Percentage of total respondents		
	Amritsar	Jullundur	Combined
	(1042)	(946)	(1988)
Feature Film	21	22	21
Other Film Based Programmes	14	15	13
Plays	3	16	2
News	1	5	3
All Programmes	18	10	14
Musical Programmes	31	20	26
Interview	20	5	13
No response	6	22	14

(Figures in brackets indicate the number of respondents)

TABLE : C-21

PRODUCT CATEGORIES OF SPOTS
(November-December, 1980 and January-1981)

Amritsar-Jullundur

Sl. No.	Categories	Number		Duration in Seconds	
		Total	Percentage	Total	Percentage
1.	Beverages, Food Products & Confectionaires	126	20	2160	17
2.	Cosmetics and toiletteries	120	19	2770	22
3.	Medicines	91	14	1230	10
4.	Fabrics and Apparels	60	9	1260	10
5.	Banks	19	3	800	6
6.	Electrical Appliances and Machinery	40	6	970	7
7.	Govt. Campaigns	32	5	460	4
8.	Stationery, Greeting cards & Magazines	47	8	750	6
9.	Utensils like Pressure-Cooker and Flask	3	..	60	1
10.	Cycle, Scooter, Car and Assessories	14	2	370	3
11.	Detergent and Deodorants	42	7	950	7
12.	Paints
13.	Film/Drama Advertisements
14.	Electronic gadgets (Radio TV & Record Players)	4	1	80	1
15.	Leather goods	6	1	220	2
16.	Pesticides & Fertilizers
17.	Others	33	5	470	4
18.	TOTAL	637	100	12520 Hr. M. Sec. 3-28-40.	100

TABLE : C-22
NUMBER OF FILM SPOTS AND STILL SPOTS
(NOVEMBER-DECEMBER, 1980 AND JANUARY 1981)

Amritsar-Jullundur

Sl. No.	Spots	Number		Duration in Seconds	
		Total	Percentage	Total	Percentage
1.	Film Spots	441	69	9590	77
2.	Still Spots	196	31	2930	23
3.	Total	637	100	12520	100
				Hr. M. Sec.	
				3—28—40	

TABLE : C-23

DISTRIBUTION OF SPOTS ACCORDING TO THE TYPES OF PROGRAMMES
(NOVEMBER—DECEMBER, 1980 AND JANUARY 1981)

Amritsar—Jullundur

Sl. No.	Programmes	Number		Duration in Seconds	
		Total	Percentage	Total	Percentage
1.	Film based Programmes, Hindi Feature Film, Chitrahaar	502	79	9970	80
2.	News	67	10	890	7
3.	Plays	30	5	680	5
4.	Sports	2	—	40	—
5.	Quiz	13	2	130	1
6.	Others	23	4	810	7
7.	Total	637	100	12520	100

SECTION—D
LUCKNOW-KANPUR

LIST OF TABLES

(Section D)

TABLE	DETAILS	PAGE NO.
D.1	Profile of TV Owning Household Members (Sex, Age, Education & Occupation)	167
D. 2	Profile of Respondents (Sex, Age, Education & Occupation)	168
D.3.1	Profile of TV Owning Households (Average Family Size)	169
D.3.2	Profile of TV Owning Households (Monthly Family Income)	170
D.3.3	Profile of TV Owning Households (Mother Tongue)	171
D.4	Frequency of Viewing TV Programmes During the Course of a Week	172
D.5	Average Daily Viewing or Tuned in Sets	173
D.6.1	Viewing of Individual Programmes—Sunday	174
D.6.2	Viewing of Individual Programmes—Monday	175
D.6.3	Viewing of Individual Programmes—Tuesday	176
D.6.4	Viewing of Individual Programmes—Wednesday	177
D.6.5	Viewing of Individual Programmes—Thursday	178
D.6.6	Viewing of Individual Programmes—Friday	179
D.6.7	Viewing of Individual Programmes—Saturday	180
D.7.1	Viewership of Feature Film and Film Based Programmes in Various Demographic Segments	181
D.7.2	Viewership of News in Various Demographic Segments	182
D.7.3	Viewership of Children's and Youth Programmes in Various Demographic Segments	183
D.7.4	Viewership of Other Popular Programmes in Various Demographic Segments	184-186
D.8.1	Estimated Audience Size of Individual Programmes—Sunday	187
D.8.2	Estimated Audience Size of Individual Programmes—Monday	188
D.8.3	Estimated Audience Size of Individual Programmes—Tuesday	189
D.8.4	Estimated Audience Size of Individual Programmes—Wednesday	190
D.8.5	Estimated Audience Size of Individual Programmes—Thursday	191
D.8.6	Estimated Audience Size of Individual Programmes—Friday	192
D.8.7	Estimated Audience Size of Individual Programmes—Saturday	193
D.9	Listenership of Radio During TV Transmission Time	194
D.10	Duplication with Newspapers	195
D.11	Duplication with Magazines	196
D.12	Duplication with Films	197
D.13	Viewers' Perception of the Ideal Number of Advertisements between two TV Programmes	198
D.14	Viewers' Perception of the Ideal Duration of Advertisements between two TV Programmes	199
D.15	Viewers' Reaction to the Idea of Programme Interruption for Advertisements	200
D.16	Capsule-wise Viewership of Advertisements with Feature Film and Film Based Programmes	201
D.17	Preference between Insertion of Advertisements with or without Punctuation	202
D.18	Preference of Advertisements—Slides Versus Films	203
D.19	Preference of Advertisements—Background Voice Versus Characters Themselves Speaking	204
D.20	Preference of Programmes for Linking Advertisements.	205
D.21	Product Categories of Spots (November-December, 1980 and January 1981)	206
D.22	Number of Films Spots and Still Spots (November-December, 1980 and January 1981)	207
D.23	Distribution of Spots According to the Types of Programmes (November-December, 1980 and January 1981)	208

TABLE : D-1
PROFILE OF TV-OWNING HOUSE HOLD MEMBERS
 (Sex, Age, Education and Occupation)

Characteristics	Percentage of total respondents		
	Lucknow (4308)	Kanpur (3897)	Combined (8205)
Sex			
Male	47	51	49
Female	53	49	51
Age (In years)			
15—24.	27	35	31
25—34.	31	31	31
35—44.	25	17	21
45 and above	17	17	17
Education (In Standard)			
Graduate and above	57	52	55
Under graduate but SSC	31	33	32
Below SSC	11	14	12
Illiterate	1	1	1
Occupation			
Service	19	15	17
Business	10	16	13
Professional	5	5	5
Housewife	40	35	37
Student	21	24	23
Others	5	5	5
Total	100	100	100

(Figures in brackets indicate the number of members in TV households).

TABLE : D-2

PROFILE OF RESPONDENTS
Sex, Age, Education and Occupation

Characteristics	Percentage of total respondents		
	Lucknow (1042)	Kanpur (1014)	Combined (2056)
Sex			
Male	53	51	52
Female	47	49	48
Age (In years)			
15—24.	30	33	32
25—34.	27	26	26
35—44.	20	15	17
45 and above	23	26	25
Education (In Standard)			
Graduate and above	52	48	50
Under graduate but SSC	28	30	29
Below SSC	16	17	17
Illiterate	4	5	4
Occupation			
Service	23	17	20
Business	12	18	15
Professional	4	4	4
Housewife	33	34	33
Student	24	22	23
Others	4	5	5
Total	100	100	100

(Figures in brackets indicate the number of respondents).

TABLE D-3.1
PROFILE OF TV OWNING HOUSEHOLDS
Average Family Size

Groups	Average number of family members		
	Lucknow (1042)	Kanpur (1014)	Combined (2056)
15 years & Above	4.0	4.4	4.2
Below 15 years	1.7	1.9	1.8
Total	5.7	6.3	6.0

(Figures in brackets indicate the number of TV households included in the sample).

TABLE : D—3.2
PROFILE OF TV OWNING HOUSEHOLDS
Monthly Family Income

Monthly Family Income (Rs.)	Percentage of total households		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
Upto 750	21	17	19
751—1500	47	41	44
1501—2000	20	18	19
2001—and above	12	24	18
Total	100	100	100

(Figures in brackets indicate the number of TV households included in the sample)

TABLE : D—3.3
PROFILE OF TV OWNING HOUSEHOLDS
Mother Tongue

Mother Tongue	Percentage of total households		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
Assa mese	1	—	1
Bengali	3	3	2
Gujara ti	5	—	2
Hindi	72	71	72
Punjabi	10	18	14
Sindhi	3	5	4
Tamil	—	1	1
Urdu	5	1	3
Others	1	1	1
Total	100	100	100

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : D—4

FREQUENCY OF VIEWING TV PROGRAMMES DURING THE COURSE OF A WEEK

Frequency of Viewing	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
6—7 days in a week	38	44	40
3—5 days in a week	45	43	44
1—2 days in a week	13	12	13
Less often	4	1	3
Total	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D—5
AVERAGE DAILY VIEWING OR TUNED IN SETS

Day	Lucknow		Kanpur		Combined	
	No. of respondents	Percentage Viewing	No. of respondents	Percentage Viewing	No. of respondents	Percentage Viewing
Sunday	150	87	130	93	280	90
Monday	150	50	138	57	288	54
Tuesday	150	66	150	76	300	71
Wednesday	149	47	148	44	297	46
Thursday	147	75	150	76	297	75
Friday	148	41	150	38	298	40
Saturday	148	54	148	58	296	56
Average for week		60		63		62

TABLE : D—6:1
VIEWING OF INDIVIDUAL PROGRAMMES—SUNDAY

Time	Programme	Percentage of total respondents		
		Lucknow (150)	Kanpur (130)	Combined (280)
P.M.				
6.00	Nanhe Munhe (Children's programme)	69	55	62
6.20	Saptahiki (Weekly Prog. highlights)	81	69	75
6.30	Feature Film in Hindi	87	88	87
8.00	News in Hindi	84	78	81
8.10	Zara Dhyani Dein (Civic programme)	83	82	82
9.00	Kal Ke Karyakram	59	62	60

(Figures in brackets indicate the number of respondents.)

TABLE : D-6.2

VIEWING OF INDIVIDUAL PROGRAMMES—MONDAY

Time	Programme	Percentage of total respondents		
		Lucknow	Kanpur	Combined
		(150)	(138)	(288)
P.M.				
6.30	Chaupal (Rural programme)	7	2	5
7.00	Aap Ka Swasthya (Health programme)	13	15	14
7.15	Dance Recital	13	14	14
7.30	Saraswati	12	11	11
7.50	Short Film	13	13	13
8.00	News in Hindi	37	42	39
8.10	Kal Ke Karyakram	27	28	27
8.15	Aaj Kal (Current affairs in Hindi)	27	26	26
8.30	Uphaar (Popular progs. of other Kendras)	45	51	48

(Figures in brackets indicate the number of respondents.)

TABLE : D—6.3

VIEWING OF INDIVIDUAL PROGRAMMES—TUESDAY

Time	Programme	Percentage of total respondents		
		Lucknow (150)	Kanpur (150)	Combined (300)
P.M.				
6.30	Chaupal (Rural prog.)	5	5	5
7.00	Lok Geet	10	5	7
7.15	Vigyan Jagat (Science prog.)	15	13	14
7.30	Khel Jagat (Sports prog.)	29	23	26
8.00	News in Hindi	46	42	44
8.10	Kal Ke Karya kram	40	35	37
8.15	Natak (Play)	65	75	70

(Figures in brackets indicate the number of respondents.)

TABLE : D—6.4
VIEWING OF INDIVIDUAL PROGRAMMES—WEDNESDAY

Time	Programme	Percentage of total respondents		
		Lucknow	Kanpur	Combined
		(149)	(148)	(297)
P.M.				
6.30	Kamgar Sabha (Industrial prog.)	7	5	6
7.00	F.D. Documentary	11	8	9
7.15	Ghar Chaubara (Prog. for families)	19	18	18
7.45	Kala Aur Kirti	17	13	15
8.00	News in Hindi	40	35	38
8.10	Kal Ke Karya kram	24	16	20
8.15	Aaj Kal (Current affairs in Hindi)	26	12	19
8.30	Father Dear Father (English serial)	36	18	27

(Figures in brackets indicate the number of respondents.)

TABLE : D-6.5

VIEWING OF INDIVIDUAL PROGRAMMES—THURSDAY

Time	Programme	Percentage of total respondents		
		Lucknow	Kanpur	Combined
		(147)	(150)	(297)
P.M.				
6.30	Chaupal (Rural prog.)	10	..	5
7.00	Swasthya Sampada (Health prog.)	13	6	9
7.15	Pragati Ki Ore	17	5	11
7.30	Yuv Darshan (Youth prog.)	34	21	28
8.00	News in Hindi	52	39	45
8.10	Kal Ke Karya kram	42	36	39
8.15	Aap Ki Dak (Replies to viewers' letters)	58	48	54
8.30	Chitrahaar (Prog. based on film songs)	75	76	75

(Figures in brackets indicate the number of respondents)

TABLE : D-6.6
VIEWING OF INDIVIDUAL PROGRAMMES—FRIDAY

Time	Progra mme	Percentage of total respondents		
		Lucknow	Kanpur	Combined
		(148)	(150)	(298)
P.M.				
6.30	Chaupal (Rural prog.)	4	4	4
7.00	Phoolwari	23	9	16
7.30	Avadh Panch	16	3	10
7.50	Chitra Vichitra	22	5	13
8.00	News in Hindi	39	27	33
8.10	Kal Ke Karyakram	25	19	22
8.15	Light Music	18	15	16
8.30	Baat Apni Apni	13	11	12

(Figures in brackets indicate the number of respondents.)

TABLE : D-6.7

VIEWING OF INDIVIDUAL PROGRAMMES—SATURDAY

Time	Programme	Percentage of total respondents		
		Lucknow	Kanpur	Combined
		(148)	(148)	(296)
P.M.				
6.30	Chaupal (Rural prog.)	9	4	7
7.00	Regional Feature Film	30	43	36
8.00	News in Hindi	28	45	37
8.10	Kal Ke Karyakram	25	38	32
9.00	Fun Aur Fankar	30	12	21

(Figures in brackets indicate the number of respondents).

TABLE : D-7.1

VIEWERSHIP OF FEATURE FILM AND FILM BASED PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	"FEATURE FILM" IN HINDI		"REGIONAL FEATURE FILM"		"CHITRAHAAR" Prog. based on film songs	
	Sunday—6.30 P.M. Lucknow	Kanpur	Saturday—7.00 P.M. Lucknow	Kanpur	Thursday—8.03 P.M. Lucknow	Kanpur
	(150)	(130)	(148)	(148)	(147)	(150)
Sex						
Male	87	86	25	41	78	69
Female	88	90	35	47	72	82
Age (In years)						
15—24	91	88	29	57	73	83
25—34	81	88	24	24	74	68
35—44	87	94	23	35	78	81
45 & above	91	78	48	55	74	69
Income (In rupees)						
Upto 750	92	90	33	41	67	83
751—1500	85	82	36	48	81	79
1501—2000	96	100	23	22	71	73
2001 & above	78	90	23	47	73	66
Education (In standard)						
Graduate and above	87	92	27	44	77	77
Under graduate but SSC	87	83	33	42	71	73
Below SSC	86	81	30	44	74	78
Total	87	88	30	43	75	76

(Figures in brackets indicate the number of respondents)

TABLE : D-7.2
VIEWERSHIP OF NEWS IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment					
	“NEWS IN HINDI” Daily—8.00 PM Lucknow			“NEWS IN HINDI” Daily—8.00 PM Kanpur		
	Sunday	Saturday	Weekday	Sunday	Saturday	Weekday
	(150)	(148)	(744)	(130)	(148)	(736)
Sex						
Male	83	23	44	78	41	37
Female	84	35	42	77	55	36
Age (In years)						
15—24	83	29	43	73	61	31
25—34	81	22	40	78	29	37
35—44	87	24	36	88	35	38
45 & above	87	48	56	72	55	43
Income (In rupees)						
Upto 750	86	26	37	71	45	45
751—1500	85	39	42	77	48	39
1501—2000	91	19	49	88	35	30
2001 & above	69	17	42	75	48	30
Education (In standard)						
Graduate and above	81	27	47	85	43	37
Under-graduate but SSC	89	25	37	69	53	38
Below SSC	82	50	35	71	44	40
Total	84	28	43	78	45	37

(Figures in brackets indicate the number of respondents)

TABLE : D-7.3

VIEWERSHIP OF CHILDREN AND YOUTH PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment.			
	"NANHE MUNHE" Programme for the tinytots Sunday—6.00 PM		"YUV DARSHAN" Youth Programme in Hindi Thursday—7.30 PM	
	Lucknow	Kanpur	Lucknow	Kanpur
	(150)	(130)	(147)	(150)
Sex				
Male	62	51	43	21
Female	73	59	27	22
Age (In years)				
15—24	65	56	32	17
25—34	67	44	32	24
35—44	84	62	29	23
45 & above	52	61	45	25
Income (In rupees)				
Upto 750	69	57	30	14
751—1500	69	52	33	27
1501—2000	78	58	48	23
2001 & above	57	60	23	14
Education (In standard)				
Graduate and above	70	58	34	26
Under-graduate but SSC	67	48	31	10
Below SSC	68	62	42	30
Total	69	55	34	21

(Figures in brackets indicate the number of respondents)

TABLE : D-7.4

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment							
	“SAPTAHIKI” Weekly Summary of Programmes in Hindi Sunday—6.20 PM		“FUN AUR FANKAR” Popular artists and their creativity in Hindi Saturday—9.00 PM		“AAJ KAL” Programme on Current Affairs in Hindi Monday—8.15 PM		“UPHAAR” Based on popular Programme of other Kendras Monday—8.30 PM	
	Lucknow	Kanpur	Lucknow	Kanpur	Lucknow	Kanpur	Lucknow	Kanpur
	(150)	(130)	(148)	(148)	(150)	(138)	(50)	(138)
Sex								
Male	80	66	28	12	25	31	45	56
Female	81	72	32	11	28	21	45	46
Age (in years)								
15—24	85	77	12	7	18	15	48	50
25—34	74	59	36	10	28	29	42	51
35—44	87	75	35	7	24	27	29	53
45 & above	74	56	39	26	41	40	66	50
Income (in rupees)								
upto 750	89	81	48	9	21	32	42	61
751—1500	75	66	25	14	21	27	38	50
1501—2000	87	71	22	4	41	30	59	50
2001 & above	78	65	30	13	42	18	50	45
Education (in standard)								
Graduate and above	79	72	33	11	28	31	51	59
Under-graduate but SSC	81	64	23	11	24	22	39	43
Below SSC	86	71	36	17	29	18	33	41
Total	81	69	30	12	27	26	45	51

(Figures in brackets indicate the number of respondents.)

TABLE : D-7.4

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment							
	"KHEL JAGAT"		"NATAK"		"AAP KI DAK"		"FATHER DEAR FATHER"	
	Sports Prog. in Hindi		Hindi Play		Viewers' letters in Hindi		English Serial Film	
	Tuesday—7.30 PM Lucknow	Kanpur	Tuesday—8.15 PM Lucknow	Kanpur	Thursday—8.15 PM Lucknow	Kanpur	Wednesday—8.30 PM Lucknow	Kanpur
	(150)	(150)	(150)	(150)	(147)	(150)	(149)	(140)
Sex								
Male	29	27	57	69	61	42	36	16
Female	30	18	70	81	56	55	37	18
Age (In years)								
15—24	40	22	70	75	55	52	42	12
25—34	24	18	65	78	52	38	34	26
35—44	25	18	57	68	66	58	32	5
45 & above	29	38	64	75	61	56	37	20
Income (In rupees)								
Upto 750	14	21	59	82	48	48	36	17
751—1500	35	24	69	75	64	50	32	16
1501—2000	29	13	57	54	58	50	48	13
2001 & above	33	35	67	85	55	45	31	27
Education (In standard)								
Graduate and above	33	28	62	77	61	50	45	17
Undergraduate but SSC	28	19	78	73	53	43	23	20
Below SSC	19	18	52	73	63	57	23	13
Total	29	23	65	75	58	48	36	18

(Figures in brackets indicate the number of respondents)

TABLE : D-7.4

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Characteristics	Percentage of respondents in each segment			
	"KAL KE KARYAKRAM" Programme Summary of the next day in Hindi Daily—9.00 PM		"ZARA DHYAN DAIN" Civic Programme in Hindi Sunday—8.10 PM	
	Lucknow (1042)	Kanpur (1014)	Lucknow (150)	Kanpur (130)
Sex				
Male	33	33	80	81
Female	36	33	84	83
Age (in years)				
15—24	33	34	85	79
25—34	32	30	79	84
35—44	32	36	87	88
45 & above	46	34	78	78
Income (in rupees)				
Upto 750	33	40	86	86
751—1500	35	33	81	80
1501—2000	36	30	96	88
2001 & above	31	29	70	80
Education (In standard)				
Graduate and above	37	33	80	87
Under-graduate but SSC	30	35	88	76
Below SSC	32	28	82	81
Total	34	33	83	82

(Figures in brackets indicate the number of respondents)

TABLE : D-8.1

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SUNDAY

(Number in thousands)

Time	Programme	Lucknow			Kanpur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.00	Nanhe Munhe	95	69	164	56	46	102
6.20	Saptahiki	114	80	194	71	81	152
6.30	Feature film in Hindi	125	76	201	89	98	187
8.00	News in Hindi	113	67	180	79	79	158
8.10	Zara Dhyani Dein	115	63	178	82	86	168
9.00	Kal Ke Karyakram	74	35	109	61	53	114

TABLE : D-8.2

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMME--MONDAY

(Number in thousands)

Time	Programme	Lucknow			Kanpur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Chaupal	7	..	7	2	..	2
7.00	Aap Ka Swasthya	13	2	15	12	2	14
7.15	Dance Recital	14	4	18	10	2	12
7.30	Saraswati	13	4	17	7	2	9
7.50	Short Film	15	4	19	9	2	11
8.00	News in Hindi	44	6	50	34	6	40
8.10	Kal Ke Karyakram	35	4	39	23	4	27
8.15	Aaj Kal	35	5	40	22	4	26
8.30	Uphaar	59	10	69	43	12	55

TABLE : D-8.3

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—TUESDAY

(Number in thousands)

Time	Programmes	Lucknow			Kanpur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Chaupal	8	..	8	4	1	5
7.00	Lok Geet	14	..	14	4	1	5
7.15	Vigyan Jagat	20	1	21	12	2	14
7.30	Khel Jagat	37	2	39	19	5	24
8.00	News in Hindi	59	3	62	38	9	47
8.10	Kal Ke Karyakram	72	3	75	30	7	37
8.15	Natak (Play)	85	10	95	65	20	85

TABLE : D—8.4

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—WEDNESDAY

(Number in thousands)

Time	Programme	Lucknow			Kanpur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Kamgar Sabha	9	1	10	5	3	8
7.00	F.D. Documentary	14	4	18	8	4	12
7.15	Ghar Chaubara	23	9	32	14	8	22
7.45	Kala Aur Kirti	25	10	35	10	3	13
8.00	News in Hindi	39	17	56	28	19	47
8.10	Kal Ke Karyakram	33	8	41	12	5	17
8.15	Aaj Kal	35	6	41	10	4	14
8.30	Father Dear Father (English serial film)	46	10	56	19	7	26

TABLE : D—8.5

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—THURSDAY

(Number in thousands)

Time	Programme	Lucknow			Kanpur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Chaupal	14	17	31
7.00	Swasthya Sampada	18	14	32	5	4	9
7.15	Pragati Ki Ore	25	19	44	5	5	10
7.30	Yuv Darshan	48	23	71	19	10	29
8.00	News in Hindi	59	30	89	35	18	53
8.10	Kal Ke Karyakram	55	28	83	36	19	55
8.15	Aap Ki Dak	79	41	120	49	23	72
8.30	Chitrahaar	98	55	153	79	38	117

TABLE : D—8.6

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—FRIDAY

(Number in thousands)

Time	Programme	Lucknow			Kanpur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Chaupal	6	4	10	2	1	3
7.00	Phulwari	26	7	33	6	1	7
7.30	Avadh Panch	20	5	25	2	1	3
7.50	Chitra Vichitra	25	6	31	3	1	4
8.00	News in Hindi	40	6	46	19	3	22
8.10	Kal Ke Karyakram	29	5	34	14	2	16
8.15	Light Music	23	5	28	10	2	12
8.30	Baat Apni Apni	16	5	21	7	1	8

TABLE : D—8.7

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SATURDAY

(Number in thousands)

Time	Programme	Lucknow			Kanpur		
		Family Members	Non-family Members	Total	Family Members	Non-family Members	Total
P.M.							
6.30	Chaupal	12	...	12	4	1	5
7.00	Regional Feature Film	34	11	45	33	10	43
8.00	News in Hindi	37	4	41	37	8	45
8.10	Kal Ke Karyakram	30	6	36	32	7	39
9.00	Fun Aur Funkar	31	16	47	9	4	13

TABLE : D-9

LISTENERSHIP OF RADIO DURING TV TRANSMISSION TIME

Day	Lucknow		Kanpur		Combined	
	No. of respondents	Percentage listening	No. of respondents	Percentage listening	No. of respondents	Percentage listening
Sunday	150	8	130	1	280	5
Monday	150	10	138	4	288	7
Tuesday	150	8	150	6	300	7
Wednesday	149	4	148	8	297	6
Thursday	147	4	150	4	297	4
Friday	148	4	150	8	298	6
Saturday	148	10	148	4	296	7

TABLE : D—10

DUPLICATION WITH NEWSPAPERS

Language of Newspapers	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
None	5	5	5
English only	38	16	27
Hindi only	33	46	40
Regional only	1
English Hindi	20	30	25
English Regional	1	1	1
Hindi Regional	1	1	1
English Hindi Regional	1	1	1
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D-11
DUPLICATION WITH MAGAZINES

Languages of Magazine	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
None	11	13	12
English	21	12	16
Hindi only	34	43	39
Regional Only	2	..	1
English Hindi	29	30	29
English Regional
Hindi Regional	1	1	1
English Hindi Regional	1	1	1
Others	1	..	1
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D-12

DUPLICATION WITH FILMS

Frequency	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
1 or more a week	10	10	10
2/3 times a week	31	26	29
Once a month	29	29	29
Less often	20	24	22
Never	10	11	10
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D—13

VIEWERS' PERCEPTION OF THE IDEAL NUMBER OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Number of Advertisements	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
More than 25	16	5	11
16—25	6	2	4
11—15	8	4	6
6—10	13	28	20
1—5	57	61	59
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D—14

VIEWERS' PERCEPTION OF THE IDEAL DURATION OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Total Duration (in minutes)	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
5 and more	14	7	11
3 to 4	15	10	12
1 to 2	39	44	42
Less than one	32	39	35
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D-15

VIEWERS' REACTION TO THE IDEA OF PROGRAMME INTERRUPTION FOR ADVERTISEMENTS

Response	Percentage of total respondents		
	Lucknow (1042)	Kanpur (1014)	Combined (2056)
Yes	30	16	23
No	70	84	77
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D-16

CAPSULE WISE VIEWERSHIP OF ADVERTISEMENTS WITH FEATURE FILM AND FILM BASED PROGRAMMES

Advertisement with feature film	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
1. At the Beginning of the Film			
(a) See most/All ads	60	70	65
(b) See few ads	30	24	27
(c) Do not see ads	10	6	8
2. Immediately before News			
(a) See most/All ads	44	18	32
(b) See few ads	42	14	28
(c) Do not see ads	14	68	40
3. Immediately after News			
(a) See most/All ads	46	68	57
(b) See few ads	36	22	29
(c) Do not see ads	18	10	14
Feature Films Based Programmes			
(a) See most/All ads	53	66	60
(b) See few ads	34	26	30
(c) Do not see ads	13	8	10

(Figures in brackets indicate the number of respondents.)

TABLE : D—17

**PREFERENCE BETWEEN INSERTION OF ADVERTISEMENTS .
WITH OR WITHOUT PUNCTUATION**

Groups	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
With Punctuation	46	74	60
Without Punctuation	25	12	18
No Response	29	14	22
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D-18
PREFERENCE OF ADVERTISEMENTS
SLIDES VERSUS FILMS

Groups	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
Balanced	2	5	3
More Film Spots	46	19	33
More Stills/Slides	20	15	17
Only Films Spots	34	17
Only Slides	2	10	6
No Response	30	17	24
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D—19
PREFERENCE OF ADVERTISEMENTS
BACKGROUND VOICE VERSUS CHARACTER THEM SELVES SPEAKING

Groups	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
Characters Themselves Speaking	56	56	56
Background voice	17	17	17
Both	3	2
No Response	27	24	25
Total :	100	100	100

(Figures in brackets indicate the number of respondents.)

TABLE : D-20

PREFERENCE OF PROGRAMMES FOR LINKING ADVERTISEMENTS

Types of Programmes	Percentage of total respondents		
	Lucknow	Kanpur	Combined
	(1042)	(1014)	(2056)
Feature Film	13	31	22
Film Based Progs.	11	21	16
Plays	1	6	4
All Programmes	2	5	3
No Response	73	38	55

(Figures in brackets indicate the number of respondents)

TABLE : D-21

PRODUCT CATEGORIES OF SPOTS
(November-December, 1980 and January 1981)

S. No.	Categories	Lucknow-Kanpur			
		Number		Duration in Second	
		Total	Percentage	Total	Percentage
1.	Beverages, Food Products & Confectionaries	39	12	560	10
2.	Cosmetics & Toiletries	46	14	1050	18
3.	Medicines	71	22	830	14
4.	Fabrics and Apparels	17	5	250	4
5.	Banks	24	8	850	15
6.	Electrial Appliances and Machinery	14	4	380	7
7.	Govt. Campaigns	22	7	270	5
8.	Stationery, Greeting Cards and Magazines	28	9	620	10
9.	Utensils like Pressure Cooker and Flask	5	2	100	2
10.	Cycle, Scooter, Car and Accessories	18	5	410	7
11.	Detergents and Deodorants
12.	Paints	11	4	190	3
13.	Film/Drama Advertisements
14.	Electronic gadgets (Radio TV and Record Players)	6	2	60	1
15.	Leather goods
16.	Pesticides & Fertilizers	1	..	20	..
17.	Others	20	6	200	4
18.	Total	322	100	5790	100

Hr. M.Sec.
1-36-30

TABLE : D-22
NUMBER OF FILM SPOTS AND STILL SPOTS
(November—December, 1980 January 1981)

Sl. No.											Lucknow-Kanpur			
											Number		Duration in seconds	
											Total	Percentage	Total	Percentage
1. Film Spots	166	51	3990	69
2. Still Spots	156	49	1800	31
3. Total	322	100	5790	100
													Hr.	M. Sec.
													1	36 30

TABLE : D—23

DISTRIBUTION OF SPOTS ACCORDING TO THE TYPES OF PROGRAMMES

(November—December, 1980 and January 1981)

Lucknow-Kanpur

S. No.	Programme	Number		Duration in Seconds	
		Total	Percentage	Total	Percentage
1.	Film based Programmes (Hindi Feature Film, Chitrahaar etc.)	278	86	4790	83
2.	News	11	3	200	3
3.	Sports	5	2	90	2
4.	Yuv Darshan	13	4	130	2
5.	Others	15	5	580	10
6.	Total	322	100	5790	100

SECTION—E
CALCUTTA

LIST OF TABLES

TABLE	DETAILS	PAGE No.
E.1	Profile of TV Owning Household Members (Sex, Age, Education & Occupation)	213
E.2	Profile of Respondents (Sex, Age, Education & Occupation)	214
E.3.1	Profile of TV Owning Households (Average Family Size)	215
E.3.2	Profile of TV Owning Households (Monthly Family Income)	216
E.3.3	Profile of TV Owning Households (Mother Tongue)	217
E.4	Frequency of Viewing TV Programmes During the Course of a Week	218
E.5	Average Daily Viewing or Tuned in Sets	219
E.6.1	Viewing of Individual Programmes—Sunday	220
E.6.2	Viewing of Individual Programmes—Monday	221
E.6.3	Viewing of Individual Programmes—Tuesday	222
E.6.4	Viewing of Individual Programmes—Wednesday	223
E.6.5	Viewing of Individual Programmes—Thursday	224
E.6.6	Viewing of Individual Programmes—Friday	225
E.6.7	Viewing of Individual Programmes—Saturday	226
E.7.1	Viewership of Feature Films and Film Based Programme in Various Demographic Segments	227
E.7.2	Viewership of News in Various Demographic Segments	228
E.7.3	Viewership of Children Programmes in Various Demographic Segments	229
E.7.4	Viewership of Family Programme, Industrial and youth Programmes in Various Demographic Segments	230
E.7.5	Viewership of other Popular Programmes in various Demographic Segments	231 to 235
E.8.1	Estimated Audience Size of Individual Programmes—Sunday	236
E.8.2	Estimated Audience Size of Individual Programmes—Monday	237
E.8.3	Estimated Audience Size of Individual Programmes—Tuesday	238
E.8.4	Estimated Audience Size of Individual Programmes—Wednesday	239
E.8.5	Estimated Audience Size of Individual Programmes—Thursday	240
E.8.6	Estimated Audience Size of Individual Programmes—Friday	241
E.8.7	Estimated Audience Size of Individual Programmes—Saturday	242
E.9	Listenership of Radio During TV Transmission Time	243
E.10	Duplication with Newspapers	244
E.11	Duplication with Magazines	245
E.12	Duplication with Films	246
E.13	Viewers' Perception of the Ideal Number of Advertisements between Two TV Programmes	247
E.14	Viewers' Perception of the Ideal Duration of Advertisements between Two TV Programmes	248
E.15	Viewers' Reaction to the Idea of Programmes interruption for Advertisements	249
E.16	Capsule-wise Viewership of Advertisements with Feature Film and Film Based Programmes	250
E.17	Preference between Insertion of Advertisements with or without Punctuation	251
E.18	Preference of Advertisements—Slides Versus Films	252
E.19	Preference of Advertisements—Background Voice Versus Characters Themselves Speaking	253
E.20	Preference of Programmes for Linking Advertisements	254
E.21	Product Categories of Spots (November–December–1980 and January 1981)	255
E.22	Number of Film Spots and Still Spots (November–December–1980 and January 1981)	256
E.23	Distribution of Spots According to the Types of Programmes (November–December–1980 and January 1981)	257

TABLE : E-1
PROFILE OF TV OWNING HOUSEHOLD MEMBERS
SEX, Age, Education and Occupation

																		Calcutta
Characteristics																		Percentage of total respondents (4479)
Sex																		
Male	53
Female	47
Age (In years)																		
15—24	24
25—34	26
35—44	20
45 & above	30
Education (In standard)																		
Graduate and above	45
Under-graduate but SSC	33
Below SSC	19
Illiterate	3
Occupation																		
Service	20
Business	16
Professional	4
Housewife	35
Student	17
Others	8
Total	100

(Figures in brackets indicate the number of members in TV households).

TABLE : E-2
PROFILE OF RESPONDENTS
SEX, Age, Education and Occupation

																		Calcuta
Characteristics																		Percentage of total respondents (1050)
Sex																		
Male	51
Female	49
Age (In yeras)																		
15-24	23
25-34	31
35-44	22
45 & above	24
Education (In standard)																		
Graduate and above	53
Under-graduate but SSC	33
Below SSC	13
Illiterate	1
Occupation																		
Service	16
Business	15
Professional	6
Housewife	37
Student	17
Others	9
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : E-3.1
PROFILE OF TV OWNING HOUSEHOLD MEMBERS
 Average Family Size

Group	Calcutta
	Average number of family members (1050)
15 years & Above	4.3
Below 15 years	1.2
Total	5.5

(Figures in brackets indicate the number of TV households included in the sample).

TABLE : E-3.2
PROFILE OF TV OWNING HOUSEHOLD MEMBERS
Monthly Family Income

																			Calcutta
Monthly Family Income (Rs.)																			Percentage of Total households (1050)
Upto 750	6
751-1500	33
1501-2000	24
2001 and above	37
Total	100

(Figures in brackets indicate the number of TV households included in the sample)

TABLE : E-3.3
PROFILE OF TV OWNING HOUSEHOLDS
Mother Tongue -

Mother Tongue	Calcutta
	Percentage of total households (1050)
Bengali	74
Gujarati	4
Hindi	14
Malyalam	1
Punjabi	3
Tamil	1
Urdu	2
Others	1
Total	100

(Figures in brackets indicate the number of TV households included in the sample).

TABLE : E-4

FREQUENCY OF VIEWING TV PROGRAMMES DURING THE COURSE OF A WEEK

		Calcutta
Frequency of Viewing		Percentage of total respondents (1050)
6—7 days in a week	39
3—5 days in a week	49
1—2 days in a week	11
Less often	1
Never	—
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : E-3
AVERAGE DAILY VIEWING OR TUNED IN SETS

Calcutta

Day	Number of respondents	Percentage Viewing
Sunday	150	78
Monday	150	60
Tuesday	150	57
Wednesday	150	52
Thursday	150	81
Friday	150	62
Saturday	150	73
Average for week		66

TABLE : E-6.1
VIEWING OF INDIVIDUAL PROGRAMMES—SUNDAY

Calcutta

Time	Programme	Percentage of total respondents (150)
P.M.		
6.32	Jana Anjana (Prog. for Children 4-9 years)	31
6.40	Quiz in English	41
7.10	Feature Film in Bengali	67
7.55	Prog. Highlights	57
8.00	News in Bengali	67
9.10	Film Documentary	61
9.20	News in English	51

(Figures in brackets indicate the number of respondents.)

TABLE : E-6.2

VIEWING OF INDIVIDUAL PROGRAMMES—MONDAY

		Calcutta
Time	Programme	Percentage of total respondents (150)
P.M.		
6.32	Robin Hood	51
7.25	Prog. for Industrial Workers	22
7.55	Prog. Highlights	25
8.00	News in Bengali	43
8.10	Sports Round up	41
8.40	Rabindra Sangeet	34
8.55	Play in Hindi	29
9.20	News in English	28

(Figures in brackets indicate the number of respondents.)

TABLE : E-6.3

VIEWING OF INDIVIDUAL PROGRAMMES—TUESDAY

Calcutta

Time	Programme	Percentage of total respondents (150)
P.M.		
6.32	Chi-Ching Phank (Prog. for Children 6-10 years)	47
6.50	Jana Anjana (Programme for Children 4-9 years)	40
7.00	Play in Bengali	52
7.55	Prog. Highlights	39
8.00	News in Bengali	43
8.10	Parliament Review	29
8.20	Yoga Bhayam	32
8.35	Sahitya Sanskriti (Literary and Cultural Prog.)	29
9.05	Lok Geet	28
9.20	News in English	26

(Figures in brackets indicate the number of respondents.)

TABLE : E-6.4

VIEWING OF INDIVIDUAL PROGRAMMES—WEDNESDAY

		Calcutta
Time	Programme	percentage of total respondents (150)
P.M.		
6.32	Unnayaner Sepa th (TVNF)	21
6.45	Pallikatha (Programme for rural and Semi-urban People)	23
7.05	Ne zrul Geeti	29
7.20	Ek Tu Bhebe Dekhun	28
7.25	Ghar Baire (Prog. for families)	27
7.55	Prog. Highlights	21
8.00	News in Bengali	39
8.10	Flute Recital	39
8.40	Darsha kar Darbare (Viewers' Forum programme)	39
8.50	Film Series	29
9.20	News in English	27

(Figures in brackets indicate the number of respondents)

TABLE : E-6.5

VIEWING OF INDIVIDUAL PROGRAMMES—THURSDAY

Calcutta

Time	Programme	Percentage of total respondents (150)
P.M.		
6.32	Here Kara Kamba (Prog. for Children of 11-15 Yrs)	33
7.00	Bijnan Pransange (Science programme)	33
7.25	Sports Round Up	47
7.55	Prog. Highlights	39
8.00	News in Bengali	55
8.10	Chitramala (Prog. based on film songs)	81
8.50	Youth Prog. in English	43
9.20	News in English	39

(Figures in brackets indicate the number of respondents).

TABLE : E-6.6
VIEWING OF INDIVIDUAL PROGRAMMES—FRIDAY

		Calcutta
Time	Programme	Percentage of total Respondent (150)
P.M.		
6.30	Children's Film in English	44
7.00	Tarunder Janye (Youth prog. in Bengali)	45
7.30	Film Series	55
7.55	Prog. Highlights	36
8.00	News in Bengali	49
8.10	Current Affairs	26
8.25	Hindi Prog.	25
8.40	Khayal (Classical music)	19
9.20	News in English	29

(Figures in brackets indicate the number of respondents).

TABLE : E—6.7

VIEWING OF INDIVIDUAL PROGRAMMES—SATURDAY

Calcutta

Time	Programme	Percentage of total respondents (150)
P.M.		
6.32	Feature Film in Hindi	73
7.55	Prog. Highlights	67
8.00	News in Bengali	67
9.20	News in English	59

(Figures in brackets indicate the number of respondents).

TABLE : E—7.1

**VIEWERSHIP OF FEATURE FILMS AND FILM BASED PROGRAMMES
IN VARIOUS DEMOGRAPHIC SEGMENTS**

						Calcutta			
						Percentage of respondents in each segment.			
Characteristics						“HINDI FEATURE FILM” Saturday—6.30 P.M. (150)	“BENGALI FEATURE FILM” Sunday—7.10 P.M. (150)	“CHITRAMALA” Based on film songs Thursday—8.10 P.M. (150)	“FILM SERIES” Friday—7.30 P.M. (150)
Sex									
Male	72	67	82	67
Female	73	68	81	45
Age (In years)									
15—24	70	63	89	4
25—34	76	67	76	55
35—44	69	71	83	53
45 & above	73	68	78	69
Income (In rupees)									
Upto 750	75	73	70	—
751—1500	70	70	88	49
1501—2000	73	64	79	57
2001 & above	73	65	79	62
Education (In standard)									
Graduate and above	69	67	80	56
Under-graduate but SSC	78	71	78	54
Below SSC	73	62	95	57
Total :						73	67	81	55

(Figures in brackets indicate the number of respondents).

TABLE : E—7.2

VIEWERSHIP OF NEWS IN VARIOUS DEMOGRAPHIC SEGMENTS

Calcutta

Characteristics	Percentage of respondents in each segment						
	“NEWS IN BENGALI” Daily—8.00 P.M.			“NEWS IN ENGLISH” Daily—9.20 P.M.		“PARLIAMENT REVIEW” Tuesday 8.10 P.M.	
	Sunday (150)	Saturday (150)	Week-day (750)	Sunday (150)	Saturday (150)	Weekday (750)	Tuesday (150)
Sex							
Male	64	65	47	53	59	33	36
Female	69	70	44	50	60	27	23
Age (In years)							
15—24	70	68	40	47	57	25	29
25—34	59	68	45	51	57	28	27
35—44	74	62	45	61	52	33	18
45 & above	68	70	52	47	70	35	43
Income (In rupees)							
Upto 750	82	83	29	55	67	14	—
751—1500	65	62	52	50	59	36	35
1501—2000	70	70	45	55	50	29	28
2001 & above	63	67	43	50	63	27	32
Education (In standard)							
Graduate and above	64	64	48	54	56	35	36
Under-graduate but SSC	76	74	45	49	63	28	27
Below SSC	57	64	41	48	64	18	15
Total :	67	67	46	51	59	30	29

(Figures in brackets indicate the number of respondents).

TABLE : E—7.3

VIEWERSHIP OF CHILDREN'S PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Calcutta

Characteristics	Percentage of respondents in each segment.			
	"JANA ANJANA" Prog. for children in the age group of 4-9 years Sunday/ Tuesday—6.50 P.M. (300)	"CHI CHING PHANK" Prog. for children in the age group of 6-10 years Tuesday—6.30 P.M. (150)	"CHILDREN'S FILM IN ENGLISH" Friday-6.30P.M. (150)	"HARA KARA KAMBA" Prog. for children in the age group of 11-15 years. Thursday—6.30 P.M. (150)
Sex				
Male	39	52	50	32
Female	32	41	38	33
Age (in years)				
15—24	32	39	36	29
25—34	37	51	43	26
35—44	35	44	41	43
45 & above	37	51	56	41
Income (In rupees)				
Upto 750	37	38	33	20
751—1500	43	55	40	36
1501—2000	25	44	48	41
2001 & above	33	39	45	28
Education (In standard)				
Graduate and above	39	50	41	34
Under-graduate but SSC	31	50	44	31
Below SSC	34	47	53	32
Total	36	47	44	33

(Figures in brackets indicate the number of respondents).

TABLE : E—7.4

**VIEWERSHIP OF FAMILY PROGRAMME, INDUSTRIAL AND YOUTH PROGRAMMES
IN VARIOUS DEMOGRAPHIC SEGMENTS**

Calcutta

Characteristics	Percentage of respondents in each segment			
	“GHAR BAIRE” for the families in Bengali Wednesday—7.25 P.M. (150)	“PROGRA- MME FOR INDUSTRIAL WORKERS” Monday—7.25 P.M. (150)	“YOUTH PRO- GRAMME IN ENGLISH” Thursday-8.50 PM (150)	“TARUNDER JANYE” Youth Programme in Bengali Friday—7.00 P.M. (150)
Sex				
Male	29	21	44	54
Female	26	23	42	37
Age (In years)				
15—24	21	30	36	33
25—34	29	20	50	50
35—44	29	21	43	38
45 & above	31	19	41	58
Income (In rupees)				
Upto 750	30	15	10	—
751—1500	33	29	42	53
1501—2000	31	21	45	41
2001 & above	21	12	48	45
Education (In standard)				
Graduate and above	31	22	41	50
Undergraduate but SSC.	25	18	47	39
Below SSC	22	30	37	39
Total :	27	22	43	45

(Figures in brackets indicate the number of respondents).

TABLE : E-7.5

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Calcutta

Characteristics	Percentage of respondents in each segment		
	"QUIZ IN ENGLISH" Sunday—6.40 P.M. (150)	"FILM DOCUMENTARY" Care for the eyes Sunday—9.10 P.M. (150)	"ROBINHOOD" English Film Serial Monday—6.30 P.M. (150)
Sex			
Male	42	61	52
Female	41	61	51
Age (In years)			
15—24	53	53	47
25—34	37	61	52
35—44	42	68	59
45 & above	37	61	44
Income (In rupees)			
Upto 750	27	73	38
751—1500	50	63	61
1501—2000	33	55	46
2001 & above	39	59	44
Education (In standard)			
Graduate & above	43	61	56
Undergraduate but SSC.	47	62	46
Below SSC	24	57	45
Total:	41	61	51

(Figures in brackets indicate the number of respondents)

TABLE : E—7.5

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Calcutta

Characteristics	Percentage of respondents in each segment		
	"PLAY IN HINDI"	"PLAY IN BENGALI"	"SPORTS ROUND UP"
	Monday—8.55 P.M. (150)	Tuesday—7.00 P.M. (150)	Monday—8.10 P.M. (150)
Sex			
Male	26	51	46
Female	32	53	36
Age (In years)			
15—24	30	50	37
25—34	22	54	46
35—44	38	47	48
45 & above	25	57	31
Income (In rupees)			
Upto 750	23	54	23
751—1500	35	58	50
1501—2000	18	53	51
2001 & above	31	41	31
Education (In standard)			
Graduate & above	26	51	45
Undergraduate but SSC	28	54	36
Below SSC	40	50	40
Total	29	52	41

(Figures in brackets indicate the number of respondents)

TABLE : E—7.5

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Calcutta

Characteristics	Percentage of respondents in each segment		
	“EK TE BHEBE DEKHUN” “Prog. of Civic Sense Bengali Wednesday—7.20 P.M. (150)	“DARSHAKER DARBARE” Viewers form in Bengali Wednesday—8.40 P.M. (150)	“BIJNAN PRASANGE” Science Prog. in Bengali Thursday-7.00 P.M. (150)
Sex			
Male	28	43	37
Female	28	36	29
Age (In years)			
15—24	26	35	29
25—34	31	40	28
35—44	20	43	39
45 & above	33	38	44
Income (In rupees)			
Upto 750	20	50	30
751—1500	33	47	32
1501—2000	29	46	45
2001 & above	26	29	30
Education (In standard)			
Graduate and above	31	44	39
Undergraduate but SSC	21	45	31
Below SSC	35	13	16
Total :	28	39	33

(Figures in brackets indicate the number of respondents)

TABLE : E—7.5

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Calcutta

Characteristics	Percentage of respondents in each segment		
	"SAHITYA SANSKRITI" Literary and Cul- tural programme Tuesday—8.35 P.M. (150)	"YOGA BHAYAM" Physical Exercise Tuesday—8.20 P.M. (150)	"PROGRAMME HIGH LIGHTS" programme Sum- mary Daily—7.55 P.M. (1050)
Sex			
Male	37	39	42
Female	20	25	39
Age (In years)			
15—24	29	34	37
25—34	27	32	41
35—44	18	15	39
45 & above	41	46	46
Income (In rupees)			
Upto 750	8	8	33
751—1500	33	33	42
1501—2000	31	36	43
2001 & above	29	34	39
Education (In standard)			
Graduate and above	35	35	41
Undergraduate but SSC	25	35	43
Below SSC	19	19	35
Total:	29	32	41

(Figures in brackets indicate the number of respondents).

TABLE : E—7.5

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Calcutta

Percentage of respondents in each segment

Characteristics

"RABINDRA SANGEET" Light Music prog. Monday—8.40 P.M. (150)	"LOK GEET" Folk songs in Bengali Tuesday—9.05 P.M. (150)	"FLUTE RECITAL" Classical Music Wednesday—8.10 P.M. (150)
---	--	--

Sex

Male	32	31	41
Female	36	25	38

Age (In years)

15—24	33	32	35
25—34	30	32	38
35—44	40	12	43
45 & above	31	35	41

Income (In rupees)

Upto 750	15	8	50
751—1500	47	32	42
1501—2000	26	33	37
2001 & above	25	24	37

Education (In standard)

Graduate and above	31	28	44
Under-graduate but SSC	38	35	38
Below SSC	35	15	30

Total:	34	28	39
------------------	----	----	----

(Figures in brackets indicate the number of respondents.)

TABLE : E—8.1

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SUNDAY

Calcutta

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
6.32	Jana Anjana	160	63	223
6.40	Quiz in English	209	82	291
7.10	Feature Film in Bengali	339	179	518
7.55	Programme Highlights	299	150	449
8.00	News in Bengali	329	164	493
9.10	Film Documentary	294	160	454
9.20	News in English	229	102	331

TABLE - E—8.2

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—MONDAY

Calcutta

(Number in thousand's)

Time	Programme	Family Members	Non-family Members	Total
6.32	Robin Hood (English serial film)	248	90	338
7.25	Programme for Industrial Workers	92	17	109
7.55	Programme Highlights	106	13	119
8.00	News in Bengali	192	22	214
8.10	Sports Round Up	189	28	217
8.40	Rabindra Sangeet	160	22	182
8.55	Play in Hindi	126	24	150
9.20	News in English	111	18	129

TABLE : E—8.3

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—TUESDAY

Calcutta

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
6.32	Chi-ching Phank (Children prog.)	179	71	250
6.50	Jana Anjana (Prog. for Children)	152	44	196
7.00	Play in Bengali	210	82	292
7.55	Programme Highlights	144	42	186
8.00	News in Bengali	159	34	193
8.10	Parliament Review	103	25	128
8.20	Yoga Bhayam	113	22	135
8.35	Sahitya Sansriti	111	21	132
9.05	Lok Geet	109	19	128
9.20	News in English	99	13	112

TABLE : E—8.4

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—WEDNESDAY

		Calcutta		
		(Number in thousands)		
Time	Programme	Family Members	Non-family Members	Total
6.32	Unnayaner Sepath	63	13	76
6.45	Pallikatha	69	15	84
7.05	Nazrul Geeti	87	21	108
7.20	Ek Tu Bhebe Dekhun	84	15	99
7.25	Ghare Baire	81	12	93
7.55	Programme Highlights	63	7	70
8.00	News in Bengali	129	8	137
8.10	Flute Recital	129	10	139
8.40	Darshaker Darbare	129	9	138
8.50	Film Series	110	4	114
9.20	News in English	103	2	105

TABLE : E—8.5

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—THURSDAY

Calcutta

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
6.32	Hare Karakamba	141	20	161
7.00	Bijnan Prasange	141	30	171
7.25	Sports Round Up	212	61	273
7.55	Programme Highlights	162	50	212
8.00	News in Bengali	252	71	323
8.10	Chitramala	404	121	525
8.50	Youth Programme in English	192	50	242
9.20	News in English	172	30	202

TABLE : E—8.6

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—FRIDAY

Calcutta

(Number in thousands)

Time	Programme	Family Members	Non-fmilay Members	Total
6.32	Children's Film	190	32	222
7.00	Tarundar Janye	190	48	238
7.30	Film Series	238	32	270
7.55	Programme Highlights	158	24	182
8.00	News in Bengali	214	22	236
8.10	Current Affairs	111	16	127
8.25	Hindi Programmes	127	32	159
8.40	Khayal	82	15	97
9.20	News in English	111	16	127

TABLE : E-8.7

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SATURDAY

Calcutta

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
6.32	Feature Film in Hindi	359	267	626
7.55	Programme Highlights	331	267	598
8.00	News in Bengali	322	230	552
9.20	News in English	313	221	534

TABLE : E-9

LISTENERSHIP OF RADIO DURING TV TRANSMISSION TIME

Calcutta

Day	Number of respondent	Percentage listening
Sunday	150	6
Monday	150	8
Tuesday	150	4
Wednesday	150	4
Thursday	150	4
Friday	150	10
Saturday	150	—

TABLE : E-10
DUPLICATION WITH NEWSPAPERS

Language of Newspaper	Calcutta
	Percentage of total respondents (1050)
None	1
English only	21
Hindi only.	5
Regional only	30
English Hindi	7
English Regional	35
Hindi Regional	—
English Hindi Regional	1
Others	—
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : E—11
DUPLICATION WITH MAGAZINES

Language of Magazine	Calcutta														Percentage of total respondents (1050)
None	11
English only	17
Hindi only	5
Regional only	27
English Hindi	7
English Regional	31
Hindi Regional	1
English Hindi Regional	1
Others	—
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : E-12

DUPLICATION WITH FILMS

Calcutta

Frequency	Percentage of total respondents											
	(1050)											
1 or more a week	9
2/3 times a week	23
Once a month	27
Less often	34
Never	7
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : E-13

VIEWERS' PERCEPTION OF THE IDEAL NUMBER OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

												Calcutta
Number of Advertisements												Percentage of total respondents
												(1050)
More than 25	—
16—25	4
11—15	8
6—10	26
1—5	62
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : E—14

VIEWERS' PERCEPTION OF THE IDEAL DURATION OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Calcutta

Total Duration (in minutes)	Percentage of total respondents													(1050)
5 and more	8
3 to 4	26
1 to 2	55
Less than one	11
Total :	100

(Figures in brackets indicate the number of respondents)

TABLE : E—15

VIEWERS' REACTION TO THE IDEA OF PROGRAMME INTERRUPTION FOR ADVERTISEMENTS

Calcutta

Responses	Percentage of total respondents															(1050)
Yes	20
No	80
Total :	100

(Figures in brackets indicate the number of respondents)

TABLE : E—16

CAPSULE—WISE VIEWERSHIP OF ADVERTISEMENTS WITH FEATURE FILM AND FILMS BASED PROGRAMMES
Calcutta

Advertisement with Feature Films	Percentage of total respondents
	(1050)
1. At the Beginning of the Film	
(a) See most/All ads	56
(b) See few ads	38
(c) Do not see ads	6
2. Immediately Before News	
(a) See most/All ads	51
(b) See few ads	40
(c) Do not see ads	9
3. Immediately After News	
(a) See most/All ads	46
(b) See few ads	34
(c) Do not see ads	20
4. Feature Film Based Programme	
(a) See most/All ads	50
(b) See few ads	44
(c) Do not see ads	6

(Figures in brackets indicate the number of respondents)

TABLE : E-17

PREFERENCE BETWEEN INSERTION OF ADVERTISEMENTS
WITH OR WITHOUT PUNCTUATION

Calcutta

Groups	Percentage of total respondents											
	(1050)											
With Punctuation	83
Without Punctuation	12
No Response	5
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : E—18
PREFERENCE OF ADVERTISEMENTS
SLIDES VERSUS FILMS

Calcutta

Groups	Percentage of total respondents															
	(1050)															
Balanced	5
More Film Spots	53
More Stills/Slides	12
Only Film Spots	22
Only Slides	3
No Response	5
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : E-19

PREFERENCE OF ADVERTISEMENTS
BACKGROUND VOICE VERSUS CHARACTERS THEMSELVES SPEAKING

Calcutta

Groups	Percentage of total respondents										
	(1050)										
Characters Themselves Speaking	76
Background Voice	15
Both	4
No Response	5
Total	100

(Figures in brackets indicate the number of respondents).

TABLE : E—20

PREFERENCE OF PROGRAMMES FOR LINKING ADVERTISEMENTS

Calcutta

Types of Programmes	Percentage of total respondents											
	(1050)											
Feature Film	11
Film Based Programmes	1
Plays	26
Interviews	12
Cartoon Programmes	2
Musical Programmes	6
No Response	44

(Figures in brackets indicate the number of respondents)

TABLE : E—21
PRODUCT CATEGORIES OF SPOTS
(November—December—1980 and January—1981)

calcutta

Sl. No.	Categories	Number		Duration in seconds	
		Total	Percentage	Total	Percentage
1.	Beverages, Food Products & Confectionaries ¹	115	17	2850	19
2.	Cosmetics and Toiletries	152	23	3760	26
3.	Medicines	94	14	1300	9
4.	Fabrics and Apparels	45	7	1090	7
5.	Banks	45	7	970	7
6.	Electrical Appliances & Machinery	25	4	710	5
7.	Govt. Campaigns	20	3	270	2
8.	Stationery, Greeting cards & Magazines	25	4	430	3
9.	Utensils like Pressure-Cooker and Flask	8	1	100	1
10.	Cycle, Scooter, Car & Accessories	41	6	900	6
11.	Detergents and Deodorants	55	8	1210	8
12.	Paints	22	3	430	3
13.	Film/Drama Advertisement	—	—	—	—
14.	Electronic gadgets (Radio, TV and Record Players)	—	—	10	—
15.	Leather goods	10	2	430	3
16.	Pesticides and Fertilisers	—	—	—	—
17.	Others	8	1	120	1
Total		665	100	14580 Hr. M. Sec. 4-3-0	100

TABLE : E—22
NUMBER OF FILM SPOTS AND STILL SPOTS
(November—December—1980 and January—1981)

Calcutta

Sl. No.	Spots	Number		Duration in Seconds	
		Total	Percentage	Total	Percentage
1.	Film Spots	531	80	12840	88
2.	Still Spots	134	20	1740	12
3.	Total	665	100	14580 Hr. M. Sec. 4-3-0	100

TABLE : E—23

DISTRIBUTION OF SPOTS ACCORDING TO THE TYPE OF PROGRAMMES

(November—December—1980 and January—1981)

Calcutta

Sl. No.	Programme	Number		Duration in Seconds	
		Total	Percentage	Total	Percentage
1.	(a) Film based Programme Hindi Feature Film Chitrahaar	241	36	5430	37
	(b) Regional Film	138	21	2860	20
	(c) English Films	27	4	510	4
2.	News	204	31	4480	31
3.	Plays	32	5	780	5
4.	Sports	14	2	350	2
5.	Youth Forum	1	—	20	—
6.	Others	8	1	150	1
7.	Total	665	100	14580	100

SECTION-F
MADRAS

LIST OF TABLES
(SECTION—F)

TABLE	DETAILS	PAGE No.
F.1	Profile of TV Owning Household Members (Sex, Age, Education & Occupation)	263
F.2	Profile of Respondents (Sex, Age, Education & Occupation)	264
F.3.1	Profile of TV Owning Households (Average Family Size)	265
F.3.2	Profile of TV Owning Households (Monthly Family Income)	266
F.3.3	Profile of TV Owning Households (Mother Tongue)	267
F.4	Frequency of Viewing TV Programmes During the Course of a Week	268
F.5	Average Daily Viewing or Tuned in Sets	269
F.6.1	Viewing of Individual Programmes—Sunday	270
F.6.2	Viewing of Individual Programmes—Monday	271
F.6.3	Viewing of Individual Programmes—Tuesday	272
F.6.4	Viewing of Individual Programmes—Wednesday	273
F.6.5	Viewing of Individual Programmes—Thursday	274
F.6.6	Viewing of Individual Programmes—Friday	275
F.6.7	Viewing of Individual Programmes—Saturday	276
F.7.1	Viewership of Feature Film and Film Based Programmes in Various Demographic Segments	277
F.7.2	Viewership of News in Various Demographic Segments	278
F.7.3	Viewership of Programmes on Current Affairs in Various Demographic Segments	279
F.7.4	Viewership of Music Programmes in Various Demographic Segments	280
F.7.5	Viewership of Youth Programmes in Various Demographic Segments	281
F.7.6	Viewership of Family Programmes, Children and Rural Programmes in Various Demographic Segments	282
F.7.7	Viewership of Other Popular Programmes in Various Demographic Segments	283 to 285
F.8.1	Estimated Audience Size of Individual Programmes—Sunday	286
F.8.2	Estimated Audience Size of Individual Programmes—Monday	287
F.8.3	Estimated Audience Size of Individual Programmes—Tuesday	288
F.8.4	Estimated Audience Size of Individual Programmes—Wednesday	289
F.8.5	Estimated Audience Size of Individual Programmes—Thursday	290
F.8.6	Estimated Audience Size of Individual Programmes—Friday	291
F.8.7	Estimated Audience Size of Individual Programmes—Saturday	292
F.9	Listenership of Radio During TV Transmission Time	293
F.10	Duplication with Newspapers	294
F.11	Duplication with Magazines	295
F.12	Duplication with Films	296
F.13	Viewers' Perception of the Ideal Number of Advertisements between Two TV Programmes	297
F.14	Viewers' Perception of the Ideal Duration of Advertisements between Two TV Programmes	298
F.15	Viewers' Reaction to the Idea of Programme Interruption for Advertisements	299

TABLE	DETAILS	PAGE No.
	Capsule-wise Viewership of Advertisements with Feature Films and Film Based Programmes	300
F.16	Preference between Insertion of Advertisements with or without Punctuation	301
F.17	Preference of Advertisements—Slides Versus Films	302
F.18	Preference of Advertisements—Background Voice Versus Characters Themselves Speaking	303
F.19	Preference of Programmes for Linking Advertisements	304
F.20	Product Categories of Spots (November—December—1980 and January 1981)	305
F.21	Number of Films Spots and Still Spots (November—December—1980 and January 1981)	306
F.22	Distribution of Spots According to the Types of Programmes (November—December—1980 and January 1981)	307
F.23		

TABLE : F—1
PROFILE OF TV OWNING HOUSEHOLD MEMBERS
Sex, Age, Education and Occupation

Madras																
Characteristics																Percentage of total TV household members
																(4171)
Sex																
Male																51
Female																49
Age (In years)																
15—24.																28
25—34.																25
35—44.																18
45 & above																29
Education (In standard)																
Graduate & above																32
Under graduate but SSC																40
Below SSC																23
Illiterate																5
Occupation																
Service																23
Business																11
Professional																7
Housewife																30
Student																15
Others																14
Total :																100

(Figures in brackets indicate the number of members in TV households.)

TABLE : F—2
PROFILE OF RESPONDENTS
Sex, Age, Education and Occupation

Madras

Characteristics	Percentage of total respondents
	(1040)
Sex	
Male	51
Female	49
Age (In years)	
15—24	20
25—34	30
35—44	22
45 & above	28
Education (in standard)	
Graduate & above	37
Under graduate but SSC	46
Below SSC	15
Illiterate	2
Occupation	
Service	23
Business	11
Professional	9
Housewife	34
Student	11
Others	12
Total :	100

(Figures in brackets indicate the number of respondents)

TABLE : F—3.1
PROFILE OF TV OWNING HOUSEHOLDS
Average Family Size

Groups	Madras														
	Average number of														
	family members														
	(1040)														
15 years and above	4.0
Below 15 years	1.3
Total :	5.3

(Figures in brackets indicate the number of TV households included in the sample).

TABLE : F—3.2
PROFILE OF TV OWNING HOUSEHOLDS
Monthly Family Income :

																		Madras
Monthly Family Income (Rs.)																		Percentage of TV households
																		(1040)
Upto 750																		13
751—1500																		48
1501—2000																		22
2001 and above																		17
Total :																		100

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : F-3.3
PROFIE OF TV OWNING HOUSEHOLDS
Mother Tongue

Mother Tongue	Madras															
	Percentage of total households															
	(1040)															
Bengali																1
Gujarati																1
Hindi																3
Kannada																2
Kashmiri																1
Malyalam																4
Marathi																1
Tamil																68
Telugu																13
Urdu																2
Others																4
Total :																100

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : F—4

FREQUENCY OF VIEWING TV PROGRAMMES DURING THE COURSE OF A WEEK

																Madras
Frequency of Viewing																Percentage of total respondents
																(1040)
6—7 days in a week	66
3—5 days in a week	29
1—2 days in a week	5
Less often	—
Never	—
Total :	100

(Figures in brackets indicate the number of respondents)

TABLE : F—5
AVERAGE DAILY VIEWING OR TUNED IN SETS

															Madras	
Day															Number of respon- dents on each day	Percentage viewing
Sunday	140	90
Monday	150	86
Tuesday	150	76
Wednesday	150	78
Thursday	150	58
Friday	150	91
Saturday	150	73
Average for week		79

TABLE : F—6.1

VIEWING OF INDIVIDUAL PROGRAMMES—SUNDAY

		Madras
Time	Programmes	Percentage of total respondents (140)
A.M.		
10.30	Manai Matchi (Prog. for families in Tamil)	27
10.55	Trailor (Summary of next week's prog. in Tamil)	42
11.00	Father Dear Father (English serial)	37
11.30	Dance Nadana Arangam	32
12.00	Close Down	18
P.M.		
6.30	Wonder Baloon (Prog. for children in English)	64
7.00	Feature Film (Tamil)	83
8.00	News in Tamil	86
9.45	News in English	69
10.00	Cricket Highlights	9

(Figures in brackets indicate the number of respondents)

TABLE : F-6.2

VIEWING OF INDIVIDUAL PROGRAMMES—MONDAY

Madras

Time	Programme	Percentage of total respondents
		(150)
P.M.		
6.30	Nala Vazhvu (Health prog.)	28
7.00	Vayalum Vazhvum (Rural prog.)	17
7.30	Gramiyakalaigal (Prog. of folk arts for rural areas)	34
8.00	News in Tamil	58
8.15	Seidhi Vimarsanam (News Review in Tamil)	57
8.30	Play in Tamil	38
9.00	The Tenth Grand Prix Cholavaram	77
9.45	News in English	58
10.00	Cricket Highlights	49

(Figures in brackets indicate the number of respondents.)

Madras

(Figures in brackets indicate the number of respondents)

TABLE : F-6.4
VIEWING OF INDUSTRIAL PROGRAMMES—WEDNESDAY

		Madras
Time	Programmes	Percentage of total respondents (150)
P.M.		
6.30	Andrada Vazhvil Ariviyal (Science documentary)	18
7.00	Vayalum Vazhvum-Amula Surbi Play Repeat	23
7.30	Ulavaram Olikadhir (Cultural Round up in Tamil)	28
8.00	News in Tamil	50
8.15	Naadaaluman-drthil Kadantha Varam	21
8.30	Oliyum Oliyum (Prog. based on film songs in Hindi)	74
9.00	Youth Panorama (Youth prog. in English)	42
9.30	Men and Matters	14
9.45	News in English	27
10.00	Close Down	10

(Figures in brackets indicate the number of respondents)

TABLE : F-6.5

VIEWING OF INDIVIDUAL PROGRAMMES—THURSDAY

Madras

Time	Programme	Percentage of total respondents
		(150)
P.M.		
6.30	Uzhaippavar Ulagam (Prog. for industrial workers)	13
7.00	Vazhkkai Kalvi-Adult Edu. Prog. (Repeat)	17
7.30	Film Serial-F.D. Science by Experiment Part I	22
8.00	News in Tamil	39
8.15	Vannakalanjiyam (Magazine in Tamil)	36
8.45	The Ascent of Man (English Serial Film)	29
9.45	News in English	33
10.00	Close Down	30

(Figures in brackets indicate the number of respondents)

TABLE : F—6.6

VIEWING OF INDIVIDUAL PROGRAMMES—FRIDAY

			Madras
Time	Programme		Percentage of total respondents (150)
P.M.			
6.30	Ilam Thendral (Prog. for youth in Tamil)		28
7.00	Vayalum Vazhuvum (Prog. for rural viewers)		21
7.30	Vilayattu Vimarsanam (Sports review in Tamil)		35
8.00	News in Tamil		62
8.15	Ediroli (Viewers forum prog.)		62
8.30	Oliyum Oliyum (Prog. based on film songs in Tamil)		91
9.00	Western Music		78
9.30	Current Affairs in English		27
9.45	News in English		38
10.00	Close Down		11

(Figures in brackets indicate the number of respondents)

TABLE : F—6.7

VIEWING OF INDIVIDUAL PROGRAMMES—SATURDAY

Madras

Time	Programme	Percentage of total respondents
		(150)
P.M.		
6.30	Kanmani Poonga (Prog. for Children in Tamil)	36
7.00	Feature Film Hindi (Sautela Bhai)	62
8.00	News in Tamil	65
9.45	News in English	48
10.00	Close Down	24

(Figures in brackets indicate the number of respondents)

TABLE : F—7.1

**VIEWERSHIP OF FEATURE FILM AND FILM BASED PROGRAMMES
IN VARIOUS DEMOGRAPHIC SEGMENTS**

Madras

Characteristics	Percentage of respondents in each segment.			
	"FEATURE FILM" in Tamil Sunday— 7.00 P.M. (140)	"FEATURE FILM" in Hindi Saturday— 7.00 P.M. (150)	"OLIYUM OLIUM" Based on Hindi film songs (Monthly Prog.) (Wednesday— 8.30 P.M. (150)	"OLIYUM OLIUM" Based on Tamil film songs Friday— 8.30 P.M. (150)
Sex				
Male	87	59	67	91
Female	88	65	81	92
Age (In years)				
15—24	97	68	70	97
25—34	89	59	80	90
35—44	88	60	74	78
45 & above	75	62	68	96
Income (In rupees)				
Up to 750	90	71	60	93
751—1500	90	63	75	94
1501—2000	84	61	86	92
2001 & above	78	55	64	81
Education (In Standard)				
Graduate and above	86	55	70	89
Under-graduate but SSC	88	65	75	91
Below SSC	87	68	81	100
Total :	88	62	74	91

(Figures in brackets indicate the number of respondents.)

TABLE : F-7.2

VIEWERSHIP OF NEWS IN VARIOUS DEMOGRAPHIC SEGMENTS

Madras

Characteristics	"TAMIL NEWS" Daily—8.00 P.M.			"ENGLISH NEWS" Daily—9.45 P.M.		
	Sunday	Saturday	Week day	Sunday	Saturday	Week day
	(140)	(150)	(750)	(140)	(150)	(750)
Sex						
Male	86	70	51	78	53	40
Female	85	60	52	58	43	37
Age (In years)						
15—24	97	65	48	85	53	36
25—34	86	63	44	54	41	34
35—44	81	66	54	65	45	37
45 & above	79	66	60	72	56	46
Income (In rupees)						
Upto 750	90	71	38	63	50	22
751—1500	89	62	53	73	48	41
1501—2000	92	74	56	81	52	40
2001 & above	60	63	51	50	44	41
Education (In standard)						
Graduate and above	90	66	48	80	52	45
Under-graduate but SSC	84	67	51	73	50	38
Below SSC	84	55	59	40	32	27
Total :	86	65	51	69	48	39

(Figures in brackets indicate the number of respondents)

TABLE : F—7.3

VIEWERSHIP OF PROGRAMMES ON CURRENT AFFAIRS IN VARIOUS DEMOGRAPHIC SEGMENTS

Madras

Characteristics	Percentage of respondents in each segments		
	“SEIDI MALAR” News real Tuesday—7.45 P.M. (150)	“SEIDHI VIMAR-SANAM” News review in Tamil Monday—8.15 P.M. (150)	“CURRENT AFFAIRS” English Friday—9.30 P.M. (150)
Sex			
Male	32	55	31
Female	35	60	24
Age (In years)			
15—24	34	56	27
25—34	37	42	19
35—44	33	69	26
45 & above	29	60	35
Income (In rupees)			
Upto 750	45	54	14
751—1500	28	62	30
1501—2000	47	62	17
2001 & above	33	47	43
Education (In standard)			
Graduate and above	31	44	33
Under-graduate but SSC	29	66	21
Below SSC	47	71	32
Total :	33	57	27

(Figures in brackets indicate the number of respondents).

TABLE : F—7.4

VIEWERSHIP OF MUSIC PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Madras

Characteristic	Percentage of respondents in each segment.			
	"DANCE NANDANA" ARANGAM" Dance Prog. Sunday— 11.30 A.M. (140)	"MELLISAI" Prog. of Light Music. Tuesday— 7.30 P.M. (150)	"ISAI ARANGAM" Music concert in Tamil Tuesday— 9.00 P.M. (150)	"WESTERN MUSIC" Music Prog. in English Friday— 9.00 P.M. (150)
Sex				
Male	27	35	40	79
Female	38	35	25	76
Age (In years)				
15—24	27	43	29	79
25—34	30	24	24	81
35—44	38	41	31	74
45 & above	35	34	50	77
Income (In rupees)				
Upto 750	30	36	14	57
751—1500	32	30	31	80
1501—2000	46	53	47	89
2001 & above	20	29	33	67
Education (In standard)				
Graduate and above	29	25	37	78
Under-graduate but SSC	33	38	36	76
Below SSC	36	47	22	84
Total :	32	35	33	78

(Figures in brackets indicate the number of respondents).

TABLE : F—7.5

VIEWERSHIP OF YOUTH PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Madras

Characteristics	Percentage of respondents in each segment	
	"YOUTH PANORAMA" Youth Prog. in English Wednesday—9.00 PM (150)	"ILAM THENDRAL" Youth Prog. in Tamil Friday—6.30 PM (150)
Sex		
Male	41	27
Female	43	29
Age (In years)		
15—24	35	21
25—34	46	24
35—44	44	30
45 & above	39	35
Income (In rupees)		
Upto 750	37	7
751—1500	43	28
1501—2000	49	22
2001 & above	29	52
Education (In standard)		
Graduate and above	41	27
Under-graduate but SSC	43	26
Belcw SSC	42	37
Total	42	28

(Figures in brackets indicate the number of respondents.)

TABLE : F—7.6

**VIEWERSHIP OF FAMILY PROGRAMME, CHILDREN AND RURAL PROGRAMMES
SEGMENTS IN VARIOUS DEMOGRAPHIC SEGMENTS**

Madras

Characteristics	Percentage of respondents in each segment			
	“MANAI MATCHI” Prog. for the families in Tamil Sunday— 10.30 A.M. (140)	“WONDER BALON” Prog. for Children in English Sunday— 6.30 P.M. (140)	“KANMANI POONGA” Prog. for Children in Tamil Saturday— 7.30 P.M. (150)	“GRAMIYAK- KALAIGAL” Prog. of folk arts prog. for rural areas Monday— 7.30 PM (150)
Sex				
Male	23	62	32	33
Female	32	66	39	35
Age (In years)				
15—24	21	67	41	16
25—34	24	68	35	28
35—44	38	65	39	39
45 & above	28	58	25	44
Income (In rupees)				
Upto 750	37	57	29	38
751—1500	22	60	41	43
1501—2000	35	81	22	28
2001 & above	20	65	33	24
Education (In standard)				
Graduate and above	17	66	36	26
Under-graduate but SSC	33	67	40	32
Below SSC	28	52	18	62
Total	27	64	36	34

(Figures in brackets indicate the number of respondents.)

TABLE : F-7.7

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Madras

Characteristics	Percentage of respondents in each segments			
	"NALA VAZHUVU" Health prog. in Tamil Monday— 6.30 P.M. (150)	"VANNA KALANJIYAM" Magazine Prog. in Tamil Thursday— 8.15 P.M. (150)	"EDIROLI" Viewer's forum in Tamil Friday— 8.15 P.M. (150)	Play in Tamil Monday 8.30 P.M. (150)
Sex				
Male	27	38	63	43
Female	29	35	61	32
Age (In years)				
15—24	12	37	64	40
25—34	22	31	48	48
35—44	36	33	59	28
45 & above	34	45	75	38
Income (In rupnes)				
Upto 750	38	25	36	46
751—1500	33	41	67	41
1501—2000	22	30	58	31
2001 & above	22	37	67	38
Education (In standaad)				
Graduate and above	21	32	56	44
Under-graduate but SSC	34	41	63	37
Below SSC	33	29	79	24
Total	28	36	62	38

(Figures in brackets indicate the number of respondents.)

TABLE : F.7.7

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Madras

Characteristics	Percentage of respondents in each segment			
	"ULAVARUM OLIKADNIR" Cultural Round Up in Tamil Wednesday— 7.30 PM (150)	"TRAILOR" Summary of Next Week's Prog. in Tamil Sunday— 10.55 AM (140)	"FATHER DEAR FATHER" English Serial Sunday— 11.00 AM (140)	"THE ASCENT OF MAN" English Film Serial Thursday— 8.45 PM (150)
Sex				
Male	21	45	41	32
Female	35	38	34	27
Age (In years)				
15—24	4	45	42	20
25—34	27	35	27	26
35—44	44	50	42	36
45 & above	32	40	40	36
Income (In rupees)				
Upto 750	23	50	17	10
751—1500	32	36	43	31
1501—2000	27	50	46	30
2001 & above	21	35	40	42
Education (In standard)				
Graduate and above	21	39	54	36
Under-graduate but SSC	30	44	33	29
Below SSC	35	40	24	17
Total	28	42	37	29

(Figures in brackets indicate the number of respondents.)

TABLE : F-7.7

VIEWERSHIP OF OTHER POPULAR PROGRAMMES IN VARIOUS DEMOGRAPHIC SEGMENTS

Madras

Characteristics	Percentage of respondents in each segment			
	' SPORTS ROUND UP" Tuesday— 8.15 PM (150)	"CRICKET" Match Highlights Monday— 10.00 PM (150)	"THE TENTH GRAND PRIX" Monday— 9.00 PM (150)	"VILAYATTU VIMAR- SANAM" Friday— 7.30 PM (150)
Sex				
Male	60	52	79	39
Female	66	45	74	32
Age (In years)				
15—24	77	56	76	24
25—34	53	52	82	33
35—44	62	47	69	41
45 & above	61	44	78	42
Income (In rupees)				
Upto 750	57	38	54	21
751—1500	57	54	82	38
1501—2000	75	47	81	33
2001 & above	71	47	73	38
Education (In standard)				
Graduate and above	48	47	78	36
Under-graduate but SSC	70	50	77	29
Below SSC	72	52	71	53
Total	63	49	77	35

(Figures in brackets indicate the number of respondents).

TABLE : F-8.1

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SUNDAY

Madras

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
10.30	Manai Matchi (Programme for families in Tamil)	120	38	158
10.55	Trailer (Summary of next week's programmes in Tamil)	196	73	269
11.00	Father Dear Father (English Serial)	174	62	236
11.30	Dance Nadana Arangam' By Swapana Sundari	142	39	181
12.00	Close Down	77	25	102
PM				
6.30	Wonder Ballon (Programme for children in English)	310	6	316
7.00	Feature Film (Tamil)	452	382	834
8.00	News in Tamil	437	323	760
9.45	News in English	338	230	568
10.00	Cricket Highlights	33	8	41

TABLE : F-8.2

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—MONDAY

Madras

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
6.30	Nala Vazhvu (Health programme)	122	12	134
7.00	Vayalum Vazhvum	69	4	73
7.30	Gramiyak Kalaigal (Programme of folk arts for rural areas)	142	12	154
8.00	News in Tamil	270	38	308
8.15	Seidi Vimarsanam (Current affairs in Tamil)	285	52	337
8.30	Play in Tamil	170	43	213
9.00	The Tenth Grand Prix Cholavaram	386	124	510
9.45	News in English	246	24	270
10.00	Cricket Highlights	211	49	260

TABLE : F-8.3

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—TUESDAY

Madras				
(Number in thousands)				
Time	Programme	Family Members	Non-family Members	Total
PM				
6.30	Uzhaippavar Ulagam (Programme for Industrial workers)	54	3	57
7.00	Vazhkaik/Kalvi (Adult education programme)	54	6	60
7.30	Mellisia (Light Music)	171	28	199
7.45	Seidi Malar (News reel)	175	34	209
8.00	News in Tamil	225	31	256
8.15	Sports Round Up	304	64	368
8.45	F.D. Film	115	2	117
9.00	Isai Arangam-Music concert	148	24	172
9.45	News in English	143	18	161
10.00	Close Down	100	30	130

TABLE : F—8.4

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—WEDNESDAY

		Madras (Number in thousands)		
Time	Programme	Family Members	Non-family Members	Total
6.30	Andrada Vazhvil Ariviyal (Science documentary)	69	14	83
7.00	Vayalum Vazhvum Amula Surbi (Play-Report Part-I)	98	29	127
7.30	Ulavarum Olikadhir (Cultural Round up in Tamil)	120	40	160
8.00	News in Tamil	230	60	290
8.15	Naaaluman-drthil-Kandantha Varam	115	23	138
8.30	Oliyam Oliyam (Programme based on film songs in Hindi)	364	172	536
9.00	Youth Panorama (Youth programme in English)	175	21	196
9.30	Men and Matters	60	6	66
9.45	News in English	97	6	103
10.00	Close Down	25	3	28

TABLE : F—8.5

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES —THURSDAY

Madras
(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
6.30	Uzhaippavar Ulagam (Programmes for industrial workers)	61	4	65
7.00	Vazhkia kalvi (Adult education programme)	77	12	89
7.30	Film Serial	87	10	97
8.00	News in Tamil	167	20	187
8.15	Vanna Kalanjiyam (Magazine in Tamil)	155	22	177
8.45	The Ascent of Man	121	11	132
9.45	News in English	122	7	129
10.00	Close Down	53	..	53

TABLE : F—8.6
ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—FRIDAY

Time	Programme	Madras (Number in thousands)		
		Family Members	Non-family Members	Total
P.M.				
6.30	Ilam Thendral (Programme for youth in Tamil)	120	26	146
7.00	Vayalum Vazhvum (Programme for rural viewers)	93	19	112
7.30	Vilayattu Vimarsanam (Sports review in Tamil)	177	40	217
8.00	News in Tamil	297	69	366
8.15	Ediroli (Viewers forum prog.)	306	62	368
8.30	Oliyum Oliyum (Programme based on film songs in Tamil)	464	248	712
9.00	Western Music	369	70	439
9.30	Current Affairs in English	123	7	130
9.45	News in English	154	11	165
10.00	Close Down	47	..	47

TABLE : F—8.7

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SATURDAY

Madras

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
6.30	Kanmani Poonga (Children programme in Tamil)	180	72	252
7.00	Featue Film in Hindi	277	173	350
8.00	News in Tamil	313	157	470
9.45	News in English	247	168	415
10.00	Close Down	208	94	302

TABLE : F—9

LISTENERSHIP OF RADIO DURING TV TRANSMISSION TIME

Madras

Day	Number of respondents	Percentage of listeners
Sunday	140	8
Monday	150	6
Tuesday	150	4
Wednesday	150	4
Thursday	150	10
Friday	150	10
Saturday	150	8

TABLE : F—10
DUPLICATION WITH NEWSPAPERS

Madras

Language of Newspaper	Percentage of total respondents																		(1040)
None	6
English only	49
Hindi Only	1
Regional Only	12
English Hindi	2
English Regional	30
Hindi Regional
English Hindi Regional
Total :	100

(Figures in brackets indicate the number of respondents)

TABLE : F—11
DUPLICATION WITH MAGAZINES

Language of Magazine	Madras																		Percentage of total respondents (1040)
None	7
English	15
Hindi Only	1
Regional Only	28
English Hindi	4
English Regional	41
Hindi Regional
English Hindi Regional	1
Others	3
Total :	100

(Figures in brackets indicate the number of respondents)

TABLE : F—12
 DUPLICATION WITH FILMS

Madras

Frequency	Percentage of total respondents																(1040)
1 or more a week	12
2/3 times in a week	23
Once a month	25
Less often	27
Never	13
Total :	100

(Figures in brackets indicate the number of respondents).

TABLE : F—13

VIEWERS' PERCEPTION OF THE IDEAL NUMBER OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Madras

Number of Advertisements	Percentage of total respondents
	(1040)
More than 25
16—25	4
11—15	8
6—10	22
1—5	66
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : F—14

VIEWERS' PERCEPTION OF THE IDEAL DURATION OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Madras

Total Duration (in minutes)	Percentage of total respondents													(1040)
5 and more	17
3 to 4	35
1 to 2	42
Less than one	6
Total	100

(Figures in brackets indicate the number of respondents).

TABLE : F—15]

VIEWERS' REACTIONS TO THE IDEA OF PROGRAMME INTERRUPTION FOR ADVERTISEMENTS

Madras

Responses	Percentage of total respondents															
	(1040)															
Yes	30
No	70
Total	100

(Figures in brackets indicate the number of respondents)

TABLE : F—16

CAPSULE-WISE VIEWERSHIP OF ADVERTISEMENTS WITH FEATURE FILM AND FILM BASED PROGRAMMES

Madras

Advertisement with Feature Film	Percentage of total respondents
	(1040)
<hr/>	
1. At the Beginning of the Film	
(a) See most/all ads	73
(b) See few ads	21
(c) Do not see ads	6
2. Immediately before News	
(a) See most/All ads	62
(b) See few ads	18
(c) Do not see ads	20
. Immediately after News	
(a) See most/All ads	71
(b) See few ads	16
(c) Do not see ads	13
Feature Film based Programme	
(a) See most/All ads	68
(b) See few ads	24
(c) Do not see ads	8

(Figures in brackets indicate the number of respondents).

TABLE : F—17
PREFERENCE BETWEEN INSERTION OF ADVERTISEMENTS
WITH OR WITHOUT PUNCTUATION

Madras

Groups	Percentage of total respondents										
	(1040)										
With Punctuation	61
Without Punctuation	19
No Response	20
Total	100

(Figures in brackets indicate the number of respondents).

TABLE : F—18
PREFERENCE OF ADVERTISEMENTS
SLIDES VERSUS FILMS

Madras

Groups	Percentage of total respondents (1040)
Balanced	19
More Film Spots	65
More Stills/Slides	8
Only Film Spots	4
Only Slides	1
No Response	3
Total	100

(Figures in brackets indicate the number of respondents).

TABLE : F-19
PREFERENCE OF ADVERTISEMENTS
BACKGROUND VOICE VERSUS CHARACTERS THEMSELVES SPEAKING

Madras

Groups	Percentage of total respondents (1040)
Character Themselves Speaking	64
Background Voice	20
Both	11
No Response	5
Total	100

(Figures in brackets indicate the number of respondents).

TABLE : F-20

PREFERENCE OF PROGRAMMES FOR LINKING ADVERTISEMENTS

Madras

Types of Programmes	Percentage of total response (1040)
Feature Film	4
Plays	6
Interviews	2
Cartoon Programmes	30
Discussions	13
Musical Programmes	4
Educational Programmes	2
No Response	39

(Figures in brackets indicate the number of respondents).

TABLE : F-21
PRODUCT CATEGORIES OF SPOTS
(November-December, 1980 and January, 1981)

Madras

Sl. No.	Categories	Number		Duration in seconds	
		Total	Percentage	Total	Percentage
1.	Beverages, Food Products and Confectionaries	119	21	2700	21
2.	Cosmetics and Toiletries	89	15	2350	19
3.	Medicines	75	13	1210	10
4.	Fabrics and Apparels	20	4	650	5
5.	Banks	57	10	1220	10
6.	Electrical Appliances and Machinery	25	4	720	6
7.	Govt. Campaigns	26	4	320	2
8.	Stationery, Greeting Cards & Magazines	42	7	770	6
9.	Utensils like Pressure Cooker and Flask	1	..	10	..
10.	Cycle, Scooter, Car and Accessories	38	7	920	7
11.	Detergents and Deodorants	43	7	900	7
12.	Paints	20	4	430	3
13.	Film/Drama Advertisements
14.	Electronic gadgets (Radio, TV & Record Players)	1	..	20	..
15.	Leather goods	4	1	90	1
16.	Pesticides and Fertilisers
17.	Others	19	3	350	3
Total		579	100	12660	100
		Hr. M. Sec. 3—31—00			

TABLE : F-22
NUMBER OF FILM SPOTS AND STILL SPOTS
(November-December, 1980 and January, 1981)

Madras

Sl. No.	Spots	Number		Duration in seconds	
		Total	Percentage	Total	Percentage
1. Film Spots	.	443	76	10930	86
2. Still Spots	.	136	24	1730	14
3. Total	.	579	100	12660 Hr. M. Sec. 3—31—00	100

TABLE : F-23

DISTRIBUTION OF SPOTS ACCORDING TO THE TYPES OF PROGRAMMES

(November-December, 1980 and January, 1981)

Sl. No.	Programme	Number		Duration in seconds	
		Total	Percentage	Total	Percentage
1. (a) Film Based Programmes-Hindi Feature Film		97	17	2050	16
(b) Regional Film		226	39	4930	39
(c) English Film & English Serials		29	5	650	5
2. News		78	14	1720	13
3. Plays		24	4	600	5
4. Sports		18	3	460	4
5. Youth Programme		1	..	10	..
6. Others		106	18	2240	18
Total		579	100	12660	100

SECTION—G
SRINAGAR

LIST OF TABLES
(Section—G)

TABLE	DETAILS	PAGE NO.
G.1	Profile of TV owning Household Members (Sex, Age, Education & Occupation)	313
G.2	Profile of Respondents (Sex, Age, Education & Occupation)	314
G.3.1	Profile of TV Owning Households (Average Family Size)	315
G.3.2	Profile of TV Owning Households (Monthly Family Income)	316
G.3.3	Profile of TV Owning Households (Mother Tongue)	317
G.4	Frequency of Viewing TV Programmes During the Course of a Week	318
G.5	Average Daily Viewing or Tuned in Sets	319
G.6.1	Viewing of Individual Programmes—Sunday	320
G.6.2	Viewing of Individual Programmes—Monday	321
G.6.3	Viewing of Individual Programmes—Tuesday	322
G.6.4	Viewing of Individual Programmes—Wednesday	323
G.6.5	Viewing of Individual Programmes—Thursday	324
G.6.6	Viewing of Individual Programmes—Friday	325
G.6.7	Viewing of Individual Programmes—Saturday	326
G.7.1	Viewership of Feature Film and Film Based Programmes in Various Demographic Segments	327
G.7.2	Viewership of News in Various Demographic Segments	328
G.7.3	Viewership of other Popular Programmes in Various Demographic Segments	329—330
G.8.1	Estimated Audience Size of Individual programmes—Sunday	331
G.8.2	Estimated Audience Size of Individual Programmes—Monday	332
G.8.3	Estimated Audience Size of Individual Programmes—Tuesday	333
G.8.4	Estimated Audience Size of Individual Programmes—Wednesday	334
G.8.5	Estimated Audience Size of Individual Programmes—Thursday	335
G.8.6	Estimated Audience Size of Individual Programmes—Friday	336
G.8.7	Estimated Audience Size of Individual Programmes—Saturday	337
G.9	Listenership of Radio During TV Transmission Time	338
G.10	Duplication with Newspapers	339
G.11	Duplication with Magazines	340
G.12	Duplication with Films	341
G.13	Viewers' Perception of the Ideal Number of Advertisements between Two TV Programmes	342
G.14	Viewers' Perception of the Ideal Duration of Advertisements between Two TV Programmes	343
G.15	Viewers' Reaction to the Idea of Programme Interruption for Advertisements	344
G.16	Capsule-Wise Viewership of Advertisements with Feature Films and Film Based Programmes	345
G.17	Preference between Insertion of Advertisements with or without Punctuation	346
G.18	Preference of Advertisements—Slides Versus Film	347
G.19	Preference of Advertisements—Background Voice Versus Characters Themselves Speaking	348
G.20	Preference of Programmes for Linking Advertisements	349
G.21	Product Categories of Spots (November—December—1980 and January 1981)	350
G.22	Number of Films Spots and Still Spots (November—December—1980 and January 1981)	351
G.23	Distribution of Spots According to the Types of Programmes (November—December—1980 and January 1981)	352

TABLE : G—1
 PROFILE OF TV OWNING HOUSEHOLD MEMBERS
 SEX AGE, EDUCATION AND OCCUPATION

Srinagar

Characteristics	Percentage of total household members													
	(3241)													
Sex														
Male	54
Female	46
Age (In years)														
15—24	34
25—34	28
35—44	20
45 and above	18
Education (In standard)														
Graduate and above	32
Under graduate but SSC	27
Below SSC	20
Illiterate	21
Occupation														
Service	25
Business	16
Professional	2
Housewife	28
Student	23
Others	6
														100
TOTAL	

(Figures in brackets indicate the number of members in TV households.)

TABLE : G-2
PROFILE OF RESPONDENTS
Sex, AGE, EDUCATION AND OCCUPATION

Srinagar

Characteristics	Percentage of total respondents (671)
Sex	
Male	53
Female	47
Age (In years)	
15—24	33
25—34	32
35—44	21
45 and above	14
Education (In standard)	
Graduate and above	39
Under graduate but SSC	34
Below SSC	16
Illiterate	11
Occupation	
Service	29
Business	15
Professional	2
Housewife	28
Student	19
Others	7
TOTAL	100

(Figures in brackets indicate the number of respondents.)

TABLE : G—3.1
PROFILE OF TV OWNING HOUSEHOLDS
Average Family Size

Srinagar

Groups	Average number of family members												
	(671)												
15 years & above	4.8
Below 15 years	2.1
Total	6.9

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : G—3.2
PROFILE OF TV OWNING HOUSEHOLDS
Monthly Family Income

													Srinagar
Monthly Family Income (Rs.)													Percentage of total households
													(671)
Up to 750	24
751—1500.	50
1501—2000	18
2001 and above	8
Total	100

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : G—3.3
PROFILE OF TV OWNING HOUSE-HOLDS
Mother Tongue

																Srinagar	
Mother Tongue																Percentage of total respondents	
																(671)	
Hindi	1	
Kashmiri	90	
Mara thi	1	
Punja bi	5	
Urdu	1	
Others	2	
Total :	100	

(Figures in brackets indicate the number of TV households included in the sample.)

TABLE : G—4
FREQUENCY OF VIEWING TV PROGRAMMES DURING THE COURSE OF A WEEK

																	Srinagar
Frequency of Viewing																	Percentage of total respondents
																	(671)
6—7 days in a week	19
3—5 days in a week	44
1—2 days in a week	29
Less often	8
Total :	100

(Figures in brackets indicate the number of respondents.)

TABLE : G—5
AVERAGE DAILY VIEWING OR TUNED IN SETS

															Srinagar	
Day															Number of respon- dents	Percentage Viewing
Sunday															95	92
Monday															93	74
Tuesday															98	61
Wednesday															99	54
Thursday															100	72
Friday															92	70
Saturday															94	60
Average for week																69

TABLE : G—6.1
VIEWING OF INDIVIDUAL PROGRAMMES—SUNDAY

		Srinagar
Time	Programme	Percentage of total respondents
		(95)
A.M.		
11.01	Children's Programme	13
11.30	Intekha ab (Selected repeat programmes)	25
12.45	Nagama	7
P.M.		
7.00	Naye Chirag	8
7.30	Azadi Ki Pahli Ladayi	3
7.50	Rozgar Bulletin (Employment News Bulletin in Urdu)	19
8.00	News in Kashmiri	27
8.17	Feature Film in Hindi	90
9.45	News in Urdu	56

(Figures in brackets indicate the number of respondents)

TABLE : G—6.2
VIEWING OF INDIVIDUAL PROGRAMMES—MONDAY

		Srinagar
Time	Programme	Percentage of total respondents
		(93)
P.M.		
7.02	Butrat (Rural programme)	5
7.30	Kashmiri Folk Music	17
7.45	Science Maloomat (Science programme)	10
8.00	News in Kashmiri	30
8.17	Naqsho Nagma (Programme based on film songs)	69
8.50	Sports Programme	34
9.20	Roobaroo (Interview in Kashmiri)	14
9.45	News in Urdu	25

(Figures in brackets indicate the number of respondents)

TABLE : G—6.3

VIEWING OF INDIVIDUAL PROGRAMMES—TUESDAY

		Sringar
Time	Programme	Percentage of total respondents
		(98)
P.M.		
7.02	Butra t (Rural progra mme)	4
7.30	Fun Aur Fankar (Prog. for crafts and craftsman of Kashmir in Urdu)	7
8.00	News in Kashmiri	15
8.17	Aap Aur Hum (Replies to Viewers' letters)	42
8.40	Assun-Te-Lassun	61
9.15	Intekhaa b	11
9.45	News in Urdu	12

(Figures in brackets indicate the number of respondents)

TABLE : G-6.4

VIEWING OF INDIVIDUAL PROGRAMMES—WEDNESDAY

Srinagar

Time	Programme	Percentage of total respondents											
		(99)											
P.M.													
7.02	Butrat (Rural programme)	2
7.30	Kashmiri and Urdu Light Music	2
7.45	Dogri Programme
8.00	News in Kashmiri	11
8.17	Play in Urdu	52
9.15	Heewan	15
9.45	News in Urdu	21

(Figures in brackets indicate the number of respondents)

TABLE : G-6.5

VIEWING OF INDIVIDUAL PROGRAMMES—THURSDAY

Srinagar

Time	Programme	Percentage of total respondents
		(100)
P.M.		
7.02	Butrat (Rural programme)	4
7.30	Kashmiri Natia Music	21
7.45	Home Science	19
8.00	News in Kashmiri	22
8.17	Naqsho Nagma (Prog. based on film songs)	70
9.00	Halate-Hazra	8
9.30	Documentary	5
9.45	News in Urdu	14

(Figures in brackets indicate the number of respondents)

TABLE 1G-6.6

VIEWING OF INDIVIDUAL PROGRAMMES—FRIDAY

		Srinagar
Time	Programme	Percentage of total respondents
		(92)
P.M.		
7.02	Prog. for Gujjars	1
7.30	Natia Kashmiri (Religious programme)	10
7.46	Ghazal and Geet	11
8.00	News in Kashmiri	25
8.17	Ghar Bar (Programme for families in Kashmiri)	26
8.47	Phool Khilen Hain Gulshan Gulshan	65
9.15	Zu-Aur-Jahan-Aur (Health prog. in Kashmiri)	36
9.45	News in Urdu	26

(Figures in brackets indicate the number of respondents)

TABLE : G-6.7

VIEWING OF INDIVIDUAL PROGRAMMES—SATURDAY

Srinagar

Time	Programme	Percentage of total respondents										
		(94)										
P.M.												
7.02	Shagoofay (Children prog. in Urdu)	14
7.30	Rakta Jeevi (Play by Bombay TV)	23
8.00	News in Kashmiri	36
8.36	Ghazal by Talat Aziz	20
9.45	News in Urdu	18

(Figures in brackets indicate the number of respondents)

TABLE : G—7.1

VIEWERSHIP OF FEATURE FILM AND FILM BASED PROGRAMMES
IN VARIOUS DEMOGRAPHIC SEGMENTS

Srinagar

Characteristics	Percentage of respondents in each segment		
	"FEATURE FILM" in Hindi Sunday—8.17 P.M. (95)	"NAQSHO NAGMA" Based on film songs Monday and Thursday—8.15 P.M. (193)	"PHOOL KHILEN HAIN GULSHAN GULSHAN" Interview with film personalities Friday—8.47 P.M. (92)
Sex :			
Male	87	65	67
Female	95	72	63
Age (In years)			
15—24	87	64	53
25—34	87	66	62
35—44	94	74	75
45 & above	100	80	100
Income (In rupees)			
Upto 750	58	65	70
751--1500	92	70	71
1501—2000	93	62	62
2001 & a bove	100	100	22
Education (In stand ard)			
Graduate and a bove	91	72	66
Under-graduate but SSC	88	69	66
Below SSC	93	61	64
TOTAL	90	70	65

(Figures in brackets indicate the number of respondents).

TABLE : G—7.2

VIEWERSHIP OF NEWS IN VARIOUS DEMOGRAPHIC SEGMENTS

Srinagar

Characteristics	Percentage of respondents in each segment					
	"NEWS IN KASHMIRI"			"NEWS IN URDU"		
	Daily—8.00 P.M.			Daily—9.45 P.M.		
	Sunday	Saturday	Week-day	Sunday	Saturday	Week-day
	(95)	(94)	(482)	(95)	(94)	(482)
Sex :						
Male	26	36	21	49	22	22
Female	28	36	16	64	13	17
Age (In years)						
15—24	25	22	22	50	22	21
25—34	23	36	27	53	12	19
35—44	22	44	18	44	12	23
45 & above	47	58	6	86	33	13
Income (In rupees)						
Upto 750	20	38	23	53	9	16
751—1500	31	30	18	61	19	21
1501—2000	36	58	24	36	25	22
2001 & above	—	37	9	100	25	14
Educational (In standard)						
Graduate & above	26	36	16	62	29	20
Under-graduate but SSC	24	37	28	45	6	24
Below SSC	32	33	18	61	11	13
TOTAL	27	36	21	56	18	19

(Figures in brackets indicate the number of respondents).

TABLE : G-7.3
VIEWERSHIP OF OTHER POPULAR PROGRAMMES
IN VARIOUS DEMOGRAPHIC SEGMENTS

Srinagar

Characteristics	Percentage of respondents in each segment			
	"PLAY IN URDU"	"INTEKHAAB"	"GHAR BAR"	"ZU AUR ZAHAN AUR"
	Wednesday—8.17 P.M. (99)	Sunday—11.30 A.M. (95)	Prog. for families Friday—8.17 P.M. (92)	Friday—9.15 P.M. (92)
SEX :				
Male	45	19	26	46
Female	58	33	26	20
Age (In years)				
15—24	62	22	19	31
25—34	40	30	19	42
35—44	57	11	40	35
45 & above	44	40	40	40
Income (In rupees)				
Upto 750	50	27	27	37
751—1500	50	16	24	26
1501—2000	55	29	38	38
2001 & above	56	100	22	33
Education (In standard)				
Graduate and above	42	32	31	28
Under-graduate but				
SSC	61	21	17	37
Below SSC	57	21	32	44
TOTAL	52	25	26	36

(Figures in brackets indicate the number of respondents.)

TABLE : G-7.3
VIEWERSHIP OF OTHER POPULAR PROGRAMMES
IN VARIOUS DEMOGRAPHIC SEGMENTS

Srinagar

Characteristics	Percentage of respondents in each segment		
	"SPORTS PROGRAMME"	"ASSUN-TE-LASSUN"	"AAP AURHUM"
	Monday—8.50 P.M. (93)	Tuesday—8.40 P.M. (98)	Tuesday—8.17 P.M. (98)
Sex :			
Male	37	48	33
Female	32	73	50
Age (In years)			
15—24	52	73	36
25—34	34	66	46
35—44	22	53	53
45 & above	20	31	31
Income (In rupees)			
Upto 750	20	68	36
751—1500	39	51	37
1501—2000	38	62	44
2001 & above	33	79	64
Education (In standard)			
Graduate and above	38	56	37
Under graduate but SSC	40	72	44
Below SSC	17	52	48
TOTAL :	34	61	42

(Figures in brackete indicats the number of respondents).

TABLE: G-8.1

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SUNDAY

Srinagar
(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
A.M.				
11.01	Children's Programme	8	1	9
11.30	Intekhaab	18	1	19
12.45	Nagma	5	—	5
P.M.				
7.00	Naye Chirag	4	1	5
7.30	Azadi Ki Pahli Ladayi	1	—	1
7.50	Rozgar Bulletin (Employment News bulletin in Urdu)	10	5	15
8.00	News in Kashmiri	18	8	26
8.17	Feature film in Hindi	65	19	84
9.45	News in Urdu	45	21	66

TABLE : G-8.2

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—MONDAY

Srinagar

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
P.M.				
7.02	Butrat (Rural prog.)	2	..	2
7.30	Kashmiri Folk Music	10	2	12
7.45	Science Maloomat	6	1	7
8.00	News in Kashmiri	21	5	26
8.17	Naqsho-Nagma (Prog. based on film songs)	50	14	64
8.50	Sports Programme	22	5	27
9.20	Roobaroo (Interview)	9	1	10
9.45	News in Urdu	16	2	18

TABLE : G—8.3

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—TUESDAY

Srinagar

(Number in thousands)

Time	Programme	Family members	Non-family Members	Total
7.02	Butrat (Rural programme)	2	—	2
7.30	Fun-Aur-Fankar (Prog. for crafts and craftsman of Kashmir)	3	1	4
8.00	News in Kashmiri	9	3	12
8.17	Aap-Aur-Hum (Replies to viewer's letters)	24	6	30
8.40	Assun -Te-Lassun	41	13	54
9.15	Intekhaab	5	2	7
9.45	News in Urdu	8	1	9

TABLE : G—8.4

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—WEDNESDAY

Srinagar
(Number in thousands)

Time	Programme	Family members	Non-family Members	Total
7.02	Butrat (Rural programme)	2	—	2
7.30	Kashmiri & Urdu Light Music	2	—	2
8.00	News in Kashmiri	7	2	9
8.17	Play in Urdu	39	9	48
9.15	Heevan	11	1	12
9.45	News in Urdu	12	1	13

TABLE : G—8.5

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—THURSDAY

Srinagar
(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
P.M.				
7.02	Butrat (Rural programme)	3	1	4
7.30	Kashmiri Natia Music	14	2	16
7.45	Home Science	13	2	15
8.00	News in Kashmiri	16	4	20
8.17	Naqsho Nagma (Programme based on film songs)	50	13	63
9.00	Halate-Hazra	6	1	7
9.30	Documentary	3	2	5
9.45	News in Urdu	9	—	9

TABLE : G—8.6

ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—FRIDAY

Srinagar

(Number in thousands)

Time	Programme	Family Members	Non-family Members	Total
7.02	Programme for Gujjars	1	—	1
7.30	Natia Kashmiri	7	1	8
7.46	Gazal & Geet	6	1	7
8.00	News in Kashmiri	14	2	16
8.17	Ghar Bar (Programme for families)	17	2	19
8.47	Phool Khilen Hain Gulshan Gulshan	49	12	61
9.15	Zu-Aur-Jahna-Aur	19	3	22
9.45	News in Urdu	14	1	15

TABLE : G—8.7
ESTIMATED AUDIENCE SIZE OF INDIVIDUAL PROGRAMMES—SATURDAY

				Srinagar (Number in thousands)	
Time	Programme	Family Members	Non-family Members	Total	
7.02	Shagoofay (Children's programme in Urdu)	8	—	8	
7.30	Rakta Jeevi (Play by Bombay TV)	17	3	20	
8.00	News in Kashmiri	13	1	14	
8.36	Ghazals by Talat Aziz	13	1	14	
9.45	News in Urdu	13	1	14	

TABLE : G—9
LISTENERSHIP OF RADIO DURING TV TRANSMISSION TIME

Srinagar

Day	Number of respondents	Percentage listening
Sunday	95	8
Monday	93	14
Tuesday	98	8
Wednesday	99	4
Thursday	100	8
Friday	92	10
Saturday	94	12

TABLE : G—10
DUPLICATION WITH NEWSPAPERS

Srinagar

Language of Newspaper	Percentage of total respondents
	(671)
None	21
English Only	41
Hindi Only	4
Regional Only	16
English Hindi	4
English Regional	13
Hindi Regional	—
English Hindi Regional	1
Others	—
TOTAL :	100

(Figures in brackets indicate the number of respondents).

TABLE : G—11
DUPLICATION WITH MAGAZINES

Srinagar

Language of Magazine	Percentage of total respondents													
	(671)													
None	33
English only	43
Hindi only	3
Regional only	9
English Hindi	4
English Regional	7
Hindi Regional	—
English Hindi Regional	1
Others	—
TOTAL :	100

(Figures in brackets indicate the number of respondents).

TABLE : G—12
DUPLICATION WITH FILMS

Srinagar

Frequency	Percentage of total respondents											
	(671)											
1 or more a week	9
2/3 times a week	21
Once a month	22
Less often	27
Never	21
TOTAL	100

(Figures in brackets indicate the number of respondents).

TABLE : G—13

VIEWERS' PERCEPTION OF THE IDEAL NUMBER OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Srinagar

No. of Advertisements	Percentage of total respondents																
	(671)																
More than 25																	2
16—25																	6
11—15																	22
6—10																	34
1—5																	36
Total :																	100

(Figures in brackets indicate the number of respondents.)

TABLE : G-14

VIEWERS' PERCEPTION OF THE IDEAL DURATION OF ADVERTISEMENTS BETWEEN TWO TV PROGRAMMES

Srinagar

Total Duration (in minutes)	Percentage of total respondents (671)
5 and more	5
3 to 4	21
1 to 2 ,	49
Less than one	25
Total :	100

(Figures in brackets indicate the number of respondents)

TABLE : G—15

VIEWERS' REACTION TO THE IDEA OF PROGRAMME INTERRUPTION FOR ADVERTISEMENTS

Srinagar

Responses																	Percentage of total respondents
																	(671)
Yes	52
No	48
Total :																	100

(Figures in brackets indicate the number of respondents)

TABLE : G-16

CAPSULE-WISE VIEWERSHIP OF ADVERTISEMENTS WITH FEATURE FILM AND FILMS BASED PROGRAMMES

Srinagar

Advertisement with Feature Film															Percentage of total respondents (671)
1. At the Beginning of the Film															
(a) See most/All ads
(b) See few ads	1
(c) Do not see ads	99
2. Immediately before News															
(a) See most/All ads
(b) See few ads	2
(c) Do not see ads	98
3. Immediately after News															
(a) See most/All ads	55
(b) See few ads	38
(c) Do not see ads	7
4. Feature Film Based Programmes															
(a) See most/All ads	2
(b) See few ads	4
(c) Do not see ads	94

(Figures in brackets indicate the number of respondents)

TABLE : G—17
PREFERENCE BETWEEN INSERTION OF ADVERTISEMENTS
WITH OR WITHOUT PUNCTUATION

																	Srinagar
Groups																	Percentage of total respondents
																	(671)
With Punctuation	72
Without Punctuation	22
No Response	6
Total :	100

(Figures in brackets indicate the number of respondents)

TABLE : G—18
PREFERENCE OF ADVERTISEMENTS
SLIDES VERSUS FILMS

Groups	Srinagar																		Percentage of total respondents
	(671)																		
Balanced	2
More Film Spots	51
More Stills/Slides	8
Only Film Spots	32
Only Slides	5
No Response	2
Total :	100

(Figures in brackets indicate the number of respondents.)

TABLE : G—19

PREFERENCE OF ADVERTISEMENTS
BACKGROUND VOICE VERSUS CHARACTERS THEMSELVES SPEAKING

Srinagar

Groups	Percentage of total respondents
	(671)
Characters Themselves Speaking	73
Background Voice	24
Both	2
No Response	1
Total :	100

(Figures in brackets indicate the number of respondents.)

TABLE : G—20

PREFERENCE OF PROGRAMMES FOR LINKING ADVERTISEMENTS

Srinagar

Types of Programmes	Percentage of total respondents
	(671)
Feature Films	18
Film Based Programmes	24
Plays	9
News	3
All Programmes	9
Interviews	3
Musical Programmes	34
No Response	6

(Figures in brackets indicate the number of respondents)

TABLE : G—21

PRODUCT CATEGORIES OF SPOTS
(November-December, 1980 and January, 1981)

Srinagar

Sl. Categories No.	Number		Duration in seconds	
	Total	Percentage	Total	Percentage
1. Beverages, Food Products & Confectionaries
2. Cosmetics and Toiletries	8	14	480	34
3. Medicines
4. Fabrics and Apparels
5. Banks	12	21	260	18
6. Electrical Appliances and Machinery
7. Govt. Campaigns	1	2	30	2
8. Stationery, Greeting Cards and Magazines	16	29	480	33
9. Utensils like Pressure Cooker and Flask
10. Cycle, Scooter, Car and Accessories
11. Detergents and Deodorants	6	11	60	4
12. Paints
13. Film/Drama Advertisements
14. Electronic gadgets (Radio, TV & Record players)
15. Leather goods
16. Pesticides and Fertilisers
17. Others	13	23	130	9
Total :	56	100	1440 Hr. M. Sec. 0—24—0	100

TABLE: G-22
NUMBER OF FILM SPOTS AND STILL SPOTS
(November-December, 1980 and January, 1981)

											Srinagar	
Sl. No.	Spots										Duration in seconds	
											Total	Percentage
1. Film Spots	49	87
2. Still Spots	7	13
3. Total	56	100
											1350	94
											90	6
											1440	100
											Hr. M. Sec.	
											0-24-0	

TABLE : G-23

DISTRIBUTION OF SPOTS ACCORDING TO THE TYPE OF PROGRAMMES

(November-December 1980 and January 1981)

Srinagar

Sl. No.	Programme	Number		Duration in seconds	
		Total	Percentage	Total	Percentage
1.	Hindi Feature Film	40	71	1040	72
2.	News	5	9	100	7
3.	Others	11	20	300	21
4.	Total	56	100	1440	100

